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ABSTRACT

This report represents only a sampling of the hundreds of activities that took place during National Consumers Week (NCW) 1984. It begins with a copy of the president's proclamation and the history of NCW 1984. Three sections give brief descriptions of the various activities that were sponsored by state and local agencies and organizations, by the business community, and by Federal agencies. Activities are listed within each section in alphabetical order. Sample state and local activities are proclamations by governors, mayors, and commissioners; workshops; poster contests; award luncheons; seminars; exhibits; consumer fairs; press releases; conferences; essay competitions; and media events. Representative activities of the business community include exhibits, clinics, displays, consumer education campaigns, study tours, consumer fairs, publications, seminars, information kits, ads, workshops, photo contests, and press releases. The descriptions of activities of Federal agencies highlight programs, mailings of informational materials, displays, contests, exhibits, consumer fairs, speeches, conferences, workshops, clinics, and media events. (YLB)

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National Consumers Week - 1984

FINAL REPORT

June 1984

UNITED STATES OFFICE OF CONSUMER AFFAIRS

ED241142

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U.S. DEPARTMENT OF EDUCATION
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National Consumers Week, 1984

By the President of the United States of America

A Proclamation

The American consumer has been blessed by the freedom to participate in a social, economic, and governmental system that is unparalleled in any other land. Since the founding of this country, Americans have benefitted from the fruits of a free society. We are free to learn, free to choose a vocation, free to produce, and free to purchase. These fundamental freedoms and the willingness of our people to work hard have helped make America great. Americans are prosperous and enjoy a standard of living that is the envy of the world. It is appropriate to focus special attention on consumers and the important role they play in our economic and social system.

We have emerged from a recession on a wave of consumer optimism that dramatically proves the truth of this year's slogan—"Consumers Mean Business." Our economic recovery program has dramatically lowered inflation and interest rates, giving buyers more disposable income. Consumers are reacting to the Nation's resurgent economy by purchasing homes, automobiles, durable goods, and those products or services which enhance the quality of life. With greater purchasing power, it is important that consumers have access to the latest information.

Consumers need to understand the market economy, both here and abroad, and their options for earning, spending, saving, and investing income. Increased consumer and economic education in schools, workshops, the media, and the distribution of informative materials from government and business give consumers a greater appreciation of their rights and responsibilities in our incomparable American economy.

Those who are sensitive to consumer needs and services and recognize that well-informed consumers mean business—repeat sales and sound market relationships—can expect to be rewarded with continuing opportunities to serve and profit. Wise consumers, properly informed and working with business representatives at all levels, can assure that our marketplace operates on mutual trust and fairness.

By working together in the voluntary spirit that has always distinguished the character of Americans in all walks of life, we strengthen our free enterprise system and secure basic consumer rights for all.

Let us show appreciation during National Consumers Week for our many freedoms and work together to enhance the consumer's economic equity in the marketplace.

NOW, THEREFORE, I, RONALD REAGAN, President of the United States of America, do hereby proclaim the week beginning April 23, 1984, as National Consumer s Week.

IN WITNESS WHEREOF, I have hereunto set my hand this 3rd day of Jan., in the year of our Lord nineteen hundred and eighty-4, and of the Independence of the United States of America the two hundred and eighth.

Ronald Reagan

NATIONAL CONSUMERS WEEK FINAL REPORT

INTRODUCTION

The third annual National Consumers Week (NCW) was coordinated by President Reagan's Special Adviser for Consumer Affairs and the United States Office of Consumer Affairs (USOCA). It demonstrated continuing and growing interest in this national event which highlights the importance of consumer issues and consumer education. The number and variety of events at the national, regional and community levels indicate widespread exposure to the message of National Consumers Week 1984: "Consumers Mean Business." In addition, the number of State and local governments participating in **NCW'84** increased substantially over previous years, as did educational and civic groups, and the private sector.

PRESIDENT REAGAN'S PROCLAMATION

The theme, "Consumers Mean Business," stated in President Reagan's Proclamation of National Consumers Week, 1984, was adopted by literally hundreds of organizations which sponsored **NCW'84** events. The President's Proclamation underscored the effective approach of consumer education, consumer protection, and consumer involvement. The value and achievements of cooperative efforts between government and the private sector were also underlined by the Proclamation, which is reproduced in full in this report.

HISTORY

First launched in 1982, National Consumers Week began as a sensitizing process on the importance of lifelong consumer education. More than five million people were reached through the media with **NCW'82** messages, and dozens of programs were sponsored by civic, consumer, and business groups around the nation.

NCW'83 saw the sophistication of the observance growing dramatically, both in its organization and in public acceptance. Two national conferences, one on Consumer Education Around The World, and the other for business leaders examining The Consumer's Stake in International Trade, drew hundreds of participants to Washington. The most significant development, however, was the growth of community-based programs taking place across the country.

The success of **NCW'83** led to **NCW'84's** focus on private/public/consumer cooperative initiatives at the community level. A new publication, How To Run a Consumer Week, was developed in cooperation with The Seven-Up Company, and within 30 days of its issuance the first run of 25,000 copies had been exhausted. Some 80,000 posters, 400,000 informational flyers, another 10,000 How To Run a Consumer Week, 40,000 copies of the President's Proclamation, and media outreach to some 50 million Americans were disseminated by the end of the Week's observance. But more important were the estimated 3,000 community-based activities. in many of which business and consumers joined together--some for the first time--to help and inform fellow citizen-consumers.

For example, among the many cities large and small in which Consumer Fairs were held during **NCW**, were: Baltimore, Boston, New York, Atlanta, Dallas, Los Angeles, Burlington (Mass.), Chicago, San Diego, Cincinnati, Honolulu, Philadelphia, Longview (Tex.), Stillwater (Okla.), and Providence (R.I.).

Planning and Preparation

Beginning in the fall of 1983, the United States Office of Consumer Affairs began to coordinate the preparation and distribution of print and broadcast materials on a national scale. The Seven-Up Company prepared and published large quantities of the booklet, How To Run a Consumer Week, and the Committee on Consumer Affairs of the American Council of Life Insurance, joined by the Health Insurance Association of America, produced 400,000 copies of the **NCW '84** flyer, which was mailed widely to participants and sponsors throughout the country. The Sears, Roebuck Company

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Knauer: A driving force on auto issues

se seminars with Knauer

U.S. Office of Consumer Affairs and Henry
d Community College will offer free seminars
t week for National Consumers Week. Knauer
attend the program, from 7:30-10 p.m. April 25
n the Fine Arts Building, 5101 Evergreen Roa
rborn. For information and registration, c
-2854, weekdays 9-4. Sessions will cover su
ics as child safety, household budgeting a

EVENING - 149,854
SUNDAY - 226,591

APR 23 1984

By JOHN DUNPHY
Free Press Staff Writer

What's good for Detroit isn't always good
U.S. consumers.

Auto companies are reporting record profit
Knauer, President Reagan's chief consumer
government-imposed import quotas on Jap
costing consumers money and should be dro
year.

That message will be carried to Detroit n
Knauer, head of the U.S. Office of Consume
with auto executives as she helps launch Na
ers Week (April 22-29) in the area and be
consumer seminar at Henry Ford Commun

In a recent interview, Knauer touched
automotive issues, saying:

- She leans toward favoring mandatory a
models.
- She favors the stronger, not weaker, c
bumpers.
- She favors a crackdown on importin
parts and other name-brand goods.

KNAUER PRAISED Detroit for its
However, Knauer says the import re
until next March, unnecessarily rise
competition, with American consume
personal hope (quotas) don't

Consumer Week

umer
1891,
of the
Since
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The right to be informed protects the consumer from fraudulent, deceitful or grossly misleading information. Companies must now provide the facts you need to make an informed choice.

The right to choose includes free elections and the right to choose the product you want.

The right to be heard assures consumers that interests will receive full and sympathetic consideration.

We are all consume
are certain
respon
wi

Apri
time
respo

Buyer beware!

CONSUMER WEEK: April 22-28 has been designated as National Consumers Week.

In conjunction with this observances, the U. S. Postal Service offers the following guidelines to help combat mail fraud:

Persons considering direct mail order should examine mail order offers carefully and avoid those which feature exaggerated claims about the product or price. Overstated claims relating to health or physical appearance should be screened with particular care and prospective purchasers should consult with their doctors about the value of such products. Offers which sound too good to be true usually are.

If you have doubts about a company or product call the Better Business Bureau or Chamber of Commerce in the city where the business is located BEFORE placing your order, or contact the U.S. Postal Inspectors.

Do not rely on pictures to provide an accurate gauge of what you wish to order. Note the description, size, weight, color and contents. Once you have decided to order, completely describe the article or service purchased. Don't leave guesswork up to the company. Include specific instructions, itemizing individual purchases by product number and price. Keep a record of the order, including the name and address of the date sent.

The fact that a product is advertised in a responsible newspaper or magazine does not mean the publishers have verified the advertiser's claims and the fact that products are offered for sale by mail does not mean the Postal Service has verified the advertiser's claims.

The Postal Service advised that postal inspectors now have the ability to take action within days, instead of months, if false advertising is discovered. In addition, consumer service cards available at every post office enable consumers to report mail fraud.

APR 26 1984

James J. Kilpatrick

Consumer rules

It wasn't the week's most earthshaking story, but for the record: In obedience to an act of Congress, the White House proclaimed "National Consumer Week." The proclamation set off a Wispish exchange between the Ralph Nader folks, who think the administration has done a terrible job for consumers, and the Ronald Reagan folks, who naturally think otherwise.

If we look at the whole picture of governmental regulation, a fair judgment falls somewhere in the middle. The president has made some progress over the past three years in his war against regulation, but he hasn't made nearly as much as he originally proposed to make. That is the conclusion of the Center for the Study of American Business, which recently published an analysis of regulatory spending and staffing. The figures [illegible] of both public opinion greatest concern to the Nader folk actually have increased in this sam period by nearly $30C million.

The president has prevailed in some his efforts to reduce the burden regulation. Compared to 1982, appropri tions for 1984 are down for such agencie as the Consumer Product Safety Commis sion, the Antitrust Division of the Depart ment of Justice, the Federal Aviatio Administration, and the Economic Regu latory Administration within the Depart ment of Energy.

On the other hand, Congress has re fused to go along with Reagan's reques to cut the Food and Drug Administration the Equal Employment Opportunity Com mission, and the Office of Surface Minin within the Department of the Interior. Al these are up substantially. A presiden proposes, as the truism reminds us, but Congress disposes.

Public opinion obviously plays a part i the picture. Back in 1970, to look back bit, the Environmental Protection Agen cy had an appropriation of $71 million The current appropriation for regulator activities is about $1.5 billion. This will g to at least $1.7 billion in 1985. The peopl plainly care about clean air, clean wate and the safe disposal of toxic wastes, an this concern has been communicated t Congress. The EPA, says the center, i on a comeback trail.

The truth of the matter, it seems to me is that it is just about impossible t pronounce sweeping value judgments o "federal regulation." Much of it is wise The people are not so fed up with th bureaucracy that they are ready t abandon protection against tainted mea and adulterated [illegible] it i me t after rous

APR-26-84

National Consumers Week To Be Observed

Community projects and cooperative ventures at the local level are the focuses of this year's National Consumers Week, proclaimed by President Reagan to be observed April 23-29.

Virginia Knauer, special advisor to the President for Consumer Affairs and director of the U.S. Office of Consumer Affairs, in an announcement said one of the primary goals for National Consumers Week this year is to have a maximum number of local events reach a maximum number of people in a concentrated effort to educate the public about consumer's attention," she added, "and alert them to wise spending and investing practices."

National Coordinator for this year is Martin Petersen, director, division of liaison of the Office of Consumer Affairs. One goal Petersen has set for 1984 projects is to encourage cooperative community partnership by total involvement within the community in observing National Consumers Week.

This year's slogan, "Consumers Mean Business" highlights the importance consumers

and their responsibility to ion make their wants and nee needs known.

Federal agencies, trade a associations and consumer gr organizations across the c country are being asked to i participate in this national e effort. Flyers and articles are being prepared, and many government and private sector projects are being outlined by the U.S. Office of Consumer Affairs.

National Consumers Week was initiated three years ago by a proclamation from President Reagan as a means of raising the community's awareness to the need for continuing

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BRADENTON, FLORIDA
HERALD APR 2 1984
EVENING - 22,211
SUNDAY -- 26,062

especially for young readers

The Mini Page

Member of EDPRESS
Distinguished Achievements Awards Winner

© 1984 by Universal Press Syndicate

By BETTY DEBNAM

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From The Mini Page by Betty Debnam © 1984 Universal Press Syndicate

Kids Mean Business

The 26 million kids between the ages of 5 to 12 mean business — big business. This means that one of every nine people in the United States is a young consumer.

Kids are big consumers. They drink, eat and use a lot.

They are big spenders of their own money on things they like and can afford.

They also have a voice in how the family's money is spent, especially at the grocery store. Last year, young shoppers spent 37 cents out of every dollar in the family food budget. Kids usually have a big say when the family makes a choice about computers or video recorders or tapes.

The companies that sell to kids spend about $800 million a year on ads directed to them.

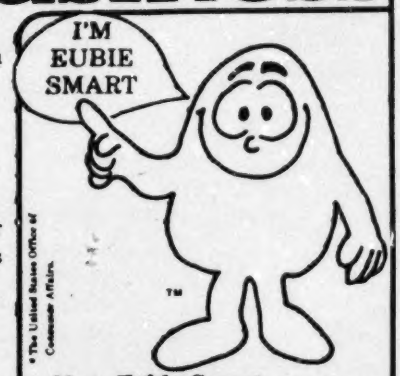
With so many experts trying to sell them something, many kids are learning to become wise TV viewers and shoppers.

Many schools teach consumer lessons. Parents work with kids at home.

It's true that kids mean business and big profits for companies.

But kids are learning to mean business in another way. Many are learning to mean business when they demand the most for their money.

And how about saving some, too?



Meet Eubie Smart, a character created to remind you to be smart about money. He will be very busy during National Consumers Week, coming up April 23-29. The purpose of this week is to remind you to be "money wise" all year long.

What Do Kids Buy?

What do kids buy with their own money? To find out, The Mini Page asked a group of fifth- and sixth-graders. Check each item you buy, too.

- ☐ candy
- ☐ sodas
- ☐ records
- ☐ tapes
- ☐ school supplies
- ☐ gifts
- ☐ comic books
- ☐ toys
- ☐ jeans
- ☐ sneakers
- ☐ barrettes
- ☐ snacks
- ☐ film
- ☐ stuffed animals
- ☐ posters
- ☐ video cartridges
- ☐ games
- ☐ video game tokens
- ☐ gum
- ☐ jewelry

Where do kids get money?

- ☐ allowances
- ☐ pay for doing chores
- ☐ gifts from relatives

Where do they put savings?

- ☐ bank savings accounts
- ☐ piggy banks
- ☐ hidden boxes
- ☐ in care of parents

What are some saving for?

- ☐ computers
- ☐ college education
- ☐ emergencies
- ☐ bikes

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National Consumers' Week to be celebrated during month of April

Consumers are celebrating national Consumers Week April 23 to 28, on the theme "Consumers Mean Business." Today's consumers constantly need help, because the marketplace is changing so fast, said Suzanne P. Helms, extension specialist in consumer management at Virginia State University.

She said a place they can always rely on for help is the local Virginia Cooperative Extension

spring gardning and fall canning periods.

The publis less aware of other consumer formation the 107 county and ity Extension offices offer.

"Extensis started helping consumers particularly in preserving bod, back in the early 1910s," sai Helms. "Programs today incide not only food preservin

limited-income families. One of the ways it is operated is through one-to-one contact with families. Extension agents teach the subject to workers called technicians, who then go to a neighborhood and visit families, taking the specific information a family might need.

Extension faculty at Virginia Tech and Virgini

devote their work ot aiding consumers on a broad spectrum of subjects where consumers need skills.

Extension agents traditionally help consumers by talking to groups, preparing home-study courses, organizing fairs and answering individual questions on the telephone and in the office.

ublication are

car, reducing energy-use in a home, buying water heaters, removing stains from fabrics, analyzing a diet for nutrition and many others.

In clothing there are programs to help deal with using the many second-hand stores both for purchasing clothing and for ways to recycle old clothing. Many manufacturers offer their products through factory outlets so

individuals live comfortably. Along with these are programs on making a home energy efficent or remodeling a home to make it safer for elderly persons.

Many Extension agents will be celebrating national Consumer Week with special events.

A cable television series entitled "Consumer Guideposts" was started March 19 and will continue through 10 weeks. This program,

coordinated,

Consumers can get help before problem

By KATHLEEN CASSEDY
Gazette Staff Writer

A problem usually has to arise before residents realize that Alexandria and Fairfax County both have an Office of Consumer Affairs.

But a consumer affairs office does more than settle grievances between customers and merchants or service providers.

This week is National Consumers' Week and both offices want residents to make use of their services.

"I'd like to see more people use the (office's) services. We have information here and if we don't, we can find it," said Max Abraham, an investigator with the Alexandria Office of Consumer Affairs.

Ronald B. Mallard, director of the Fairfax County Department of Consumer of Affairs, feels the same way about the county's office. "I'd like to see citizens notice the existence of the department and become more aware of the services provided," he said.

Complaint files are maintained at the offices, so before consumers make major purchases, they can check with the local office to see if grievances have been filed against merchants with whom they are planning to do business.

The offices provide informa
the telephone or will mail
brochures on various consur
such as how to buy a u
whether you should p
counseling.

Once a consumer lear
other services offered
then they often become
ers, Abraham said.

The Alexandria offi
1,200 formal complair
Major complaints rec
are in the areas of au
pairs, credit, home i
retail.

(See CONSUM

Consumer

(Continued from page 1).

Abraham said 75 percent of consumer grievances are settled in favor of the consumer. The other 25 percent are usually invalid or the consumer is referred to another agency, such as the human rights or health departments, he said.

In the past two months, the Alexandria office has recovered $74,000 in money, goods or services for consumers. This is considerably more than the $51,000 it recovered during all of last year, Abraham noted.

The county office gets about 4,000 formal complaints every year from consumers about merchants or service providers. The files are purged every two years, so there are about 8,000 files at any time, Mallard said.

If consumers have grievances, the more information they have about the contracts or purchase agreements, the easier it is to get the case resolved, consumer affairs investigators said. But the documentation is not always necessary, they added.

The Alexandria office gets about 400 to 500 calls a month but only about 25 percent are complaints. The other callers want information.

Investigators at the Alexandria office have noticed a trend over the years. After Christmas, the office gets a lot of calls from consumers who have complaints against merchants.

Then in the spring, when homeowners think about home improvement, the office starts to get calls complaining about contractors who did not do the work properly.

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Telegram photo by Cloe Poisson

A winning concept

Felicia Heard, a second grader at Bridgeport's Multi Cultural Magnet School, displays a Consumer Week poster for which she won an honorable mention at the Bridgeport Office of Consumer Information's Consumer Week Fair at Crossroads Mall. State Consumer Protection Commissioner Mary M. Heslin

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designed and distributed 80,000 copies of a poster for **NCW '84** featuring the theme "Consumers Mean Business." The Zayre Corporation printed and distributed 100,000 shopping bags with the **NCW '84** slogan. Pitney Bowes, Inc., designed the official **NCW'84** postage meter cancellation imprint and made it available to purchasers at cost. A special issue of Consumer News, published by the United States Office of Consumer Affairs, was mailed in January, with details of the date, theme, and preliminary plans for National Consumers Week 1984.

Designees from 44 Federal agencies who make up the Consumer Affairs Council were organized into a National Consumers Week Task Force, and were grouped under seven Task Force Chairmen. Their efforts, beginning in February 1984 were concentrated on agency-wide preparations for **NCW '84**, including the involvement of regional and field offices across the country.

Martin Katz, General Counsel of the Consumer Product Safety Commission, served as Chairman of the Law and Consumer Safety Task Force; Mary Elizabeth Quint, Director of the Office of Consumer Affairs, Department of Transportation, headed the Communications and Transportation Task Force; Rose Bates, Director of the Office of Consumer Affairs, Department of Energy, headed the Energy and Environment Task Force; Teresa Nasif, Director of Consumer Affairs for the General Services Administration, was Chairman of the Human Services Task Force; Al Cruz, Coordinator for Consumer Affairs, Department of Labor, chaired the Labor Trade and Commerce Task Force; Dolly Wells, Director of the Office of Consumer Affairs at the Department of the Treasury, chaired the Finance Task Force; and Cindy Tapscott, Special Assistant to the Director of the Office of Personnel Management, headed the Regional Operations Task Force.

A new activity for **NCW'84** was the establishment of the Federal Executive Speakers Bureau, which invited top officials of all Federal agencies represented on the Task Force to participate as volunteer speakers on consumer topics during NCW. The United States Office of Consumer Affairs prepared a Speaker's Kit, with background and informational materials on consumer issues and a model National Consumers Week speech, for use by agency officials.

Another new aspect of **NCW'84** was the involvement of organizations serving handicapped people, emphasizing the special needs of disabled consumers. Among the organizations were the Administration on Developmental Disabilities of the Department of Health and Human Services, State Councils on Developmental Disabilities, and the President's Committee on Employment of the Handicapped.

A press kit was prepared and mailed to 13,000 media contacts all over the United States. The kit contained a variety of news releases and feature articles, as well as information about the Consumer's Resource Handbook, recently published by USOCA in a quantity of 1.5 million copies, as a cooperative activity with a group of Federal agencies. The kit also introduced Eubie Smart, the copyrighted trademark of USOCA, which is featured in the Consumer's Resource Handbook.

Local and national media gave excellent coverage to **NCW '84** events. Virginia H. Knauer was interviewed extensively during her travels by both print and broadcast media, as was Deputy Director Robert Steeves. The NCW Radio Service distributed public service announcements on selected consumer topics to over 2,000 radio stations, and Mini-Page, a special newspaper insert for youngsters, carried NCW information to hundreds of papers. Special media events, including the ribbon-cutting ceremony for an exhibit in New Orleans on counterfeit name brand products, received widespread attention.

Activities

The report which follows represents only a sampling of the hundreds upon hundreds of activities which took place during National Consumers Week 1984. It is estimated that 3,000 community activities were sponsored throughout the U.S.A. to

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Consumer panelist: Make compla

Caveat emptor. Let the buyer beware.

Those words are as true today — or perhaps more so — as they were when first used centuries ago by the Romans. They take on added meaning next week, National Consumers Week, April 23-29.

The consumer movement begun in the late '60s and early '70s by Ralph Nader is alive and well, with consumer concerns growing. That's the opinion of Barbara M. Heinzerling, an assistant professor at the University of Akron.

She teaches consumer education, family economics and family law courses at the university and maintains a private law practice focusing on consumer protection and family law.

Ms. Heinzerling recently was appointed to the Major Appliance Consumer Action Panel (MACAP), an independent, industry-sponsored panel of professionals from various fields, such as law, education and engineering. The panel reviews individual consumer problems with major appliances that were not resolved at the dealer, service agency or manufacturer level.

After studying a complaint, the panel makes a recommendation to the manufacturer and the consumer for fair settlement.

Consumer tips

Betsy Lammerding

"I look forward to spending the time and effort necessary to effectively serve the panel," Ms. Heinzerling said. "I have followed the panel's progress over the years and remain an enthusiastic proponent of its program and objectives."

Consumer action panels are becoming increasingly popular, with panels also involved with the furniture, insurance and funeral industries. Ms. Heinzerling called such panels "the best alternat[ive] to government regulation. They are ind[ependent] and therefore (the industr[y] follow the recommend[ations]

voiced by consumers deals with warranties consumers "complain ineffectively," sh "They grouse to friends and neighbors. E persistent consumer takes time to write a I've found that as the dollar amount involve up, more consumers complain."

Anyone with a major appliance comp should write the Major Appliance Consumer A Panel, 20 N. Wacker Drive, Chicago, Ill. 60606

●

Consumers can protect themselves to some gree from credit card fraud by keeping a closer on their credit cards, says financial expert Barba Glider Quint in the current issue of Family Circ magazine.

She warns consumers to be wa[re] Samaritan swindle, the ext[ra] the credit-card sw[indle]. In the di[scussion]

State service helps consumers get best value

By KATHLEEN CASSEDY
Gazette Staff Writer

Need help budgeting your money, cooking or gardening but you can't afford an accountant, a chef or a gardener?

There is help for consumers and it's free.

The Virginia Cooperative Extension Service has offices across the state to help residents get the best value for their dollar and make the most of resources available to them.

The Cooperative Extension Service was initially begun in 1914 to serve farmers and their families. But over the years, as society has become more complex, the extension service [has] come to serve all citizens.

chef" and "master gardeners," to be extension officers themselves. The residents, in turn, must volunteer two hours teaching in the community for each hour they have been taught.

Cooperative Extension Service programs focus in the areas of homemaking, gardening, financial counseling and community development.

Another extension service program — 4-H — is specifically aimed at youth. This program teaches children about animal care, gardening and conservation.

Only three home economists staff the Fairfax Count Cooperative Extension Service, so the office must rely o volunteers. Marie Turner, a home economist with the coun office, said the office currently has 600 volunteer hom makers.

"We have trained leaders from 30 clubs to do programs those 30 clubs," she said. "But we can always use mo volunteers."

observe NCW'84, and that media outreach efforts delivered the message of President Reagan's Proclamation of NCW'84 to some 50 million readers and viewers.

Conclusions

National Consumers Week continues to grow in importance and influence as a vehicle for advancing consumer education and for highlighting the consumer's role in our economy, as well as for underlining the effectiveness of the Administration's policy of self-regulation by the private sector.

Under the leadership of Virginia H. Knauer, Special Adviser to the President for Consumer Affairs and Director of the United States Office of Consumer Affairs, National Consumers Week has become the centerpiece of year-round activities to promote consumerism in both the public and private sectors, for the benefit of all Americans.

The three sections of the report that follows give brief descriptions of the various activities which were sponsored by STATE AND LOCAL agencies and organizations; by the BUSINESS COMMUNITY; and by FEDERAL AGENCIES.

This report is incomplete, because it is based only on the information received by press time. Reports from agencies and communities will continue to be received for some time to come, and even then represent only a sample of all of the many activities stimulated by National Consumers Week which took place and were publicized locally.

STATE AND LOCAL ACTIVITIES

ADAMS-BROWN JOB TRAINING PARTNERSHIP ACT OF WINCHESTER, OHIO - Participated in NCW '84 activities by contacting various organizations in the Cincinnati area, promoting a Consumer Hot Line, publishing articles in the local media and disseminating PSAs to radio stations in the area. Commissioners in Adams and Brown Counties proclaimed National Consumers Week in their respective counties.

STATE OF ALABAMA - Proclamation issued by Governor Wallace.

ALABAMA COALITION FOR CONSUMER EDUCATION - With the ATTORNEY GENERAL'S OFFICE OF CONSUMER PROTECTION - Conducted an all-day workshop for military social service workers on credit, banking and fair debt collection.

ALEXANDRIA, VIRGINIA - Proclamation issued by Mayor Beatley.

ALLENTOWN, PENNSYLVANIA - Proclamation issued by Mayor Daddona.

AMERICAN ASSOCIATION OF RETIRED PERSONS (AARP) - Conducted a national poster contest for older Americans through its 5,000 chapters. The winner, John Matulis, of the New Britain, Conn., chapter, visited Washington, D.C. and was a guest for lunch at the White House Mess.

ANAHEIM, CALIFORNIA - Proclamation issued by Mayor Roth.

STATE OF ARKANSAS - Proclamations issued by Governor Clinton, and by Mayor Benafield of Little Rock.

STATE OF ARKANSAS Attorney General's Office - Arranged an award luncheon in Little Rock for eight individuals and businesses in the State who have shown outstanding leadership in consumer education and protection; awards and plaques were presented to poster contest winners. Seven presentations were made to civic and educational groups throughout the State, and five radio and television shows carried publicity about NCW.

ATLANTIC CITY, NEW JERSEY - Proclamation issued by Mayor Matthews.

ATLANTA, GEORGIA - An exhibit coordinated by Health and Human Services and the Georgia State Department of Consumer Affairs, titled Consumer Awareness Expo 1984, drew 250 attendees.

AUBURN UNIVERSITY, ALABAMA with COALITION OF CONSUMER EDUCATION OF ALABAMA - Conducted a seminar on Credit and Consumer Fraud in Anniston, and another for military personnel and their families at Fort McClellan.

BALTIMORE, MARYLAND - Proclamation issued by Mayor Schaefer.

BELL MEMORIAL PUBLIC LIBRARY OF MENNTONE, INDIANA - Sponsored activities for NCW, including placing posters, brochures, books and magazines in a central display area. A speaker was available to local clubs to talk on consumer protection.

BERKELEY, CALIFORNIA - Proclamation issued by Mayor Newport.

BROOKLYN, NEW YORK - A press conference inaugurated NCW in New York State. Participating were the NY State Attorney General, the head of the NY State Consumer Protection Board, and the NY City Commissioner for Consumer Affairs.

BROOME COUNTY (NEW YORK) CONSUMER AFFAIRS - Participated in the second annual poster contest sponsored by the National Coalition for Consumer Education and exhibited consumer information material at the Oakdale Mall.

BUCKS COUNTY, PENNSYLVANIA - Proclamation issued by Commissioners. Department of Consumer Protection, Weights and Measures sponsored exhibits at Richland Mall and Bucks Courthouse; speeches to women's and aging groups and schools; publicity on one television and two radio stations; and distributed consumer reports to 1200 schools, 400 service groups, senior citizen groups and the media.

BUFFALO, NEW YORK - A Consumer Assembly was sponsored by a group of western New York agencies. FDA held a consumer exchange meeting on diet and health fraud during an evening workshop session, and the Buffalo Consumer Affairs Officer was interviewed on two radio stations.

BUFFALO STATE COLLEGE, BUFFALO, NEW YORK with the NEW YORK STATE DEPARTMENT OF LAW, CONSUMER FRAUD AND PROTECTION BUREAU and the N.Y. COALITION FOR CONSUMER EDUCATION - Sponsored a seminar on consumer fraud April 26.

STATE OF CALIFORNIA - Proclamation issued by Governor Deukmejian.

NORTH CANTON, OHIO - Proclamation issued by Mayor William R. Hines.

CHICAGO, ILLINOIS - Proclamation issued by Mayor Washington.

CHICAGO - Better Business Bureau and the Department of Education co-sponsored a National Consumers Week fair. Thirty-five agencies and businesses exhibited, including FDA. More than 1500 persons attended.

CINCINNATI, OHIO - The Greater Cincinnati Federal Executive Board and the City of Cincinnati sponsored an NCW fair. A ceremony dedicating "The Week of the Consumer in Cincinnati" included Nancy Steorts, Chairman of CPSC, Cincinnati's Mayor, Arn Bortz, and other state and local government and business leaders.

CLEARWATER, FLORIDA - Virginia H. Knauer was guest speaker at a dinner meeting of the Consortium of Business, Civic and Consumer Organizations.

CLEVELAND, OHIO - FDA materials were exhibited during a week-long NCW display in the lobby of the Federal Building.

STATE OF COLORADO - Proclamation issued by Governor Lamm.

COLORADO - Denver District Attorney's Office sponsored a National Consumers Week program at the Eugene Field Library.

COLORADO SPRINGS, COLORADO - City's Consumer Division sent daily consumer press releases to the local media during NCW, and Mayor Robert M. Isaac proclaimed Consumer Week in Colorado Springs. The Consumer Division made presentations at four Senior Citizens meetings during the week.

COLUMBIA, SOUTH CAROLINA - Proclamation issued by Mayor Finlay.

COMMUNITY ACTION, INCORPORATED, HAVERHILL, MASSACHUSETTS - Scheduled a series of auto clinics, sponsored by local auto and auto supply dealers; provided local media with NCW publicity on auto care; and sent a copy of its video tape, "Small Claims Procedures," for airing on public television during NCW.

STATE OF CONNECTICUT - This year directed attention toward K-12 students by sponsoring a poster contest for K-5 on choice in the marketplace; for grades 6-12 by sponsoring an essay contest on the importance of consumerism to students. Governor William A. O'Neill announced winners. The consumer office urged the school system to make more effective use of Connecticut's consumer curriculum.

CONSUMER EDUCATION AND INFORMATION ASSOCIATION OF VIRGINIA (CEIAV) - Conducted its annual conference featuring health care issues in Norfolk.

CONSUMER PANEL OF AMERICA, California - Carried a notice about NCW in its April 1984 issues of CONSUMER SPOKESMAN.

CREDIT COUNSELING CENTERS, INCORPORATED in Michigan and THE NATIONAL BANK OF DETROIT - Held a state-wide essay contest on money management for high school students.

DAYTON, OHIO, OFFICE OF CONSUMER AFFAIRS - Stressed consumer fraud prevention through radio and T.V. and an exhibit at Court Square during the week.

DISTRICT OF COLUMBIA - Mayor Barry issued a Proclamation for National Consumers Week. The D.C. City Council passed a Resolution supporting the activities of the Department of Consumer and Regulatory Affairs. Consumer EXPO highlighted

visuals, workshops, exhibits, demonstrations and a poster art contest. Fifteen city agencies, three public utilities, and the Chamber of Commerce, METRO, and the U.S. Consumer Product Safety Commission participated. The United Planning Organization sponsored a Mini Consumer Conference; the D.C. Department of Consumer and Regulatory Affairs and the D.C. Energy Office offered workshops on health and energy topics; a public hearing, entitled "Consumers Speak Out," sponsored by the United Communities Against Poverty Community Action Agency; the Low Income and Elderly Workshop presented programs on consumerism.

DETROIT - Virginia H. Knauer participated in a series of NCW activities, including a press conference, a live TV appearance, a luncheon speech sponsored by the Detroit Business Consumer Coalition, and meetings on auto-related consumer issues with top officials of Ford, General Motors, and Chrysler.

D.C. CONSUMER CREDIT ASSOCIATION - Sponsored a luncheon and awards ceremony honoring the winners of the 1984 Consumer Credit Association Essay Contest. Virginia H. Knauer was the luncheon speaker.

ENERGY AND AGING CONSORTIUM and the DEPARTMENT OF ENERGY - Co-sponsored a luncheon on April 23rd at the Department of Energy. The luncheon theme was "Energy and the Elderly: Building Partnerships for Local Initiatives." Virginia H. Knauer congratulated the Energy and Aging Consortium and the Department of Energy on their programs and activities, which helped to meet the energy needs of elderly consumers. Secretary Donald Hodel discussed the Department's new energy initiatives and representatives from the University of the District of Columbia and the University of Maryland presented ideas, communications channels, and techniques for developing and expanding partnerships to meet the energy needs of elderly consumers.

ELIZABETH, NEW JERSEY - Proclamation issued by Mayor Dunn.

FAIRFAX COUNTY, VIRGINIA - Devoted the April newsletter to NCW and expanded distribution for that month, prepared video text for Cable Television Bulletin Board, and set up displays in public libraries.

FALLS CHURCH, VIRGINIA - Brownie Troop 295 designed and wrote the Consumer Sandy's Fun Sheet, with puzzles, games and an advice column on the child's role as consumer.

FLORIDA CONSUMER EDUCATION AND INFORMATION NETWORK (FCEIN) - Conducted a number of workshops across the State.

STATE OF FLORIDA - Proclamation issued by Governor Graham.

FLORIDA FIFTH CONGRESSIONAL DISTRICT - Representative Bill McCollum sponsored a consumer resource activity in his District.

FLORIDA DEPARTMENT OF AGRICULTURE AND CONSUMER SERVICES and the AMERICAN ASSOCIATION OF RETIRED PERSONS - Co-sponsored a series of five Consumer Forums throughout the State. Approximately 400 seniors attended workshops that included FDA discussions concerning health frauds, drug use and the elderly, and the regulation of hearing aids and ophthalmic devices.

HENRY FORD COMMUNITY COLLEGE - With MANUFACTURERS NATIONAL BANK in Detroit, Michigan, sponsored a full-day conference on consumer issues. Virginia H. Knauer addressed a luncheon meeting on "Partnership Between Business and Consumers."

FORT WORTH, TEXAS - Proclamation issued by Mayor Bolen.

FREMONT, CALIFORNIA - Proclamation issud by Mayor Leon Mezzetti.

GENERAL FEDERATION OF WOMEN'S CLUBS and CAMPBELL SOUP COMPANY in cooperation with the EXTENSION SERVICE of USDA - Conducted a national essay competition program entitled "Quality Nutrition for All."

STATE OF GEORGIA - Proclamation issued by Governor Joe Frank Harris.

GEORGIA DEPARTMENT OF AGRICULTURE - Sent a special edition of its Consumer Services Newsletter, and a flyer to all Georgia newspapers announcing NCW. An NCW program was sponsored at the Atlanta Farmer's Market, and a story was published in the Farmers and Consumers Market Bulletin. Brochures and handouts were prepared specifically for NCW, and PSAs were sent to Georgia radio stations.

GEORGIA OFFICE OF CONSUMER AFFAIRS - Coordinated Consumer Awareness Expo 84, a cooperative effort by business, industry, government, and consumer oriented public and private groups. More than 30 agencies participated in the day-long event. Two consumer fairs were held at area vocational-technical schools, and the Office of Consumer Affairs conducted radio interviews highlighting the role of consumers in the economy.

SOUTH GLENBROOK HIGH SCHOOL GLENVIEW, ILLINOIS - Sponsored a student assembly on economic and consumer fraud during NCW. Bob Steeves, Deputy Director of the U.S. Office of Consumer Affairs, spoke on USOCA and the importance of consumer education.

THE HARLEM CONSUMER EDUCATION COUNCIL - Sponsored the Tenth Annual Consumer Conference on April 28 at the Harlem State Office Building in New York City. The conference was designed to inform low income and elderly citizens of their rights as consumers, workers and residents. The theme was "Knowledge and Common Sense Defeat Ignorance." The topics addressed included, "Your Work Rights in the Computer Age," "Developing Credit Unions for Low-Income Communities," and "Fair Hearing Practices: Know Your Rights." USOCA's Juanita Yates keynoted the Conference.

THE HAWAII CONSUMER EDUCATION INFORMATION ASSOCIATION - Sponsored two activities during NCW. The first was a poster contest for students, with winners announced on April 28th at the Ala Moana Shopping Center, where 24 exhibitors participated in a Consumers Fair. Governor Ariyoshi proclaimed Consumers Week in Hawaii.

HIALEAH, FLORIDA - Proclamation issued by Mayor Martinez.

HOUSTON - Virginia Knauer was the luncheon speaker at a meeting sponsored by a Consortium of Business and Civic Organizations.

STATE OF IOWA - Proclamation issued by Governor Branstad.

THE JOURNAL INQUIRER, MANCHESTER, CONNECTICUT - Published a series of columns on consumer issues, written by Cynthia S. Bercowitz, Editor of the Tell It To George column.

LOUISIANA TECH UNIVERSITY, RUSTON, LOUISIANA - Laminated shopping bags distributed by SAFEWAY STORES with the **NCW'84** theme, and converted them into posters, which were displayed around the campus during NCW.

MANUFACTURERS NATIONAL BANK OF DETROIT - Co-sponsored with the HENRY FORD COMMUNITY COLLEGE a full-day conference on consumer issues, at which Virginia Knauer was a guest speaker.

MARYLAND COALITION FOR CONSUMER EDUCATION - With the CHAMBER OF COMMERCE of Frederick County, disseminated consumer education information sheets at point-of-purchase and also held workshops to address various consumer issues.

MARYLAND ATTORNEY GENERAL'S CONSUMER PROTECTION DIVISION - Sponsored a Consumer Exhibit at the Security Square Mall in Baltimore.

MASSACHUSETTS - The State Office of Consumer Affairs, the Consumer Resource Council, the Cooperative Extension Service, the Regional Office of the Consumer Product Safety Commisson, and the New England Chapter of SOCAP co-sponsored two shopping mall consumer fairs, one in Burlington, and the other in downtown Boston.

JOHN MCMILLAN ELEMENTARY SCHOOL BETHEL PARK, PENNSYLVANIA - Observed NCW in its fourth grade class. Students formed partnerships and opened shops to create a mini mall, where classmates acted as consumers using play money, studied computerized inventory control systems at local stores, and presented a consumer panel on how to run a successful business.

MILWAUKEE, WISCONSIN - Proclamation issued by Mayor Maier.

STATE OF MINNESOTA - Proclamation issued by Governor Perpich.

MINI PAGE (newspaper supplement for kids) - Featured **NCW '84** and consumer topics and tips for its edition the first week in April in 450 syndicated newspapers.

JACKSON, MISSISSIPPI - Proclamation issued by Governor Allain.

STATE OF MONTANA - Proclamation issued by Governor Ted Schwinden.

CITY OF OAKLAND

CITY HALL • ONE CITY HALL PLAZA • OAKLAND, CALIFORNIA 94612

Office of the Mayor
Lionel J. Wilson
Mayor

415 273-3141
TTY 839-6451

PROCLAMATION

TO: THE CITIZENS OF OAKLAND

WHEREAS, The President of the United States has proclaimed the week beginning April 23, 1984 as "NATIONAL CONSUMERS' WEEK", and

WHEREAS, Our competitive free market system operates to satisfy consumer demand, and

WHEREAS, Those who are sensitive to consumer needs and recognize that well-informed consumers mean business can expect to be rewarded with continuing opportunities to serve and profit, thereby strengthening our free enterprise system to the benefit of all our citizens,

NOW, THEREFORE, I, Lionel J. Wilson, as Mayor of the City of Oakland, do herby proclaim April 23-29, 1984 "NATIONAL CONSUMERS' WEEK" in Oakland.

Sincerely,

Lionel J. Wilson

Lionel J. Wilson
MAYOR

MONTANA DEPARTMENT OF NATURAL RESOURCES AND CONSERVATION - Sent radio PSAs about NCW and Energy.

NATIONAL CONSUMER COUNCIL of The UNITED KINGDOM - Prepared the original text of the publication How To Run A Consumer Week.

NATIONAL ASSOCIATION OF SECONDARY SCHOOL PRINCIPALS - Made a special mailing to its 36,000 members promoting **NCW '84** programs and critiquing NCW teacher instruction guides.

THE NATIONAL COALITION FOR CONSUMER EDUCATION - Sponsored a National Poster Contest for school children grades K-12, through its network headed by 56 State coordinators. Senators Daniel Moynihan, James Sasser, and Wendell H. Ford made the presentations of certificates and $100 bonds to the winners, Louis Gonzalez, age 6, Heath Hurst, age 14 and Kathy Miller, age 15, who also won an all-expense paid trip to Washington, D.C. with their parents, April 24-25.

NEBRASKA EXTENSION SERVICE - Developed a "How To" planning manual for participating in numerous activities happening throughout the state in conjunction with Nebraska Consumer Education Week. The planning manual included a consumer quiz fact sheet, activities for extension agents, the elderly, and 4-H Clubs as well as programming ideas for the media.

STATE OF NEW JERSEY - Proclamation issued by Governor Kean.

NEW JERSEY 14th CONGRESSIONAL DISTRICT - Representative Frank Guarini sponsored a consumer resource fair for 1100 people in his District.

STATE OF NEW JERSEY DIVISION OF CONSUMER AFFAIRS - A consumer poster was distributed through the New Jersey Consumer Affairs Local Assistance system highlighting the Tel-consumer toll-free taped informational system. Tel-consumer has 150 subjects ranging from advertising to warranties. Local offices provided speakers for various organizations during NCW and also set up displays at local

shopping centers, schools, and public libraries. The office distributed Consumer Tips in press releases to 200 news organizations in New Jersey, Pennsylvania, and New York. A display of informational and educational materials was set up in City Hall, and a proclamation signing ceremony was held there by Mayor Kenneth Gibson.

STATE OF NEW MEXICO - Proclamation issued by Governor Anaya.

NEW ROCHELLE, NEW YORK - CONSUMER PROTECTION OFFICE, with the STATE PUBLIC SERVICE COMMISSION - Co-sponsored a workshop in the New Rochelle City Hall

STATE OF NEW YORK - Proclamation issued by Governor Cuomo.

THE NEW YORK STATE BANKING DEPARTMENT - Disseminated free publications on mortgages, deregulation of bank accounts, financing small business concerns, variable interest rates, credit reporting, and other banking information.

STATE OF NEW YORK CONSUMER PROTECTION BOARD - The Attorney General's Office and the Director of the New York City office participated in a press conference in NYC and Albany. The featured speaker addressed a leaders' training conference for organizations to discuss legislative issues and consumerism.

NEW YORK CITY CONSUMER AFFAIRS OFFICE - Sponsored consumer conferences, activities for civic groups, and a poster contest for school students. The winner of the poster contest was announced at a press conference.

NEW YORK CONSUMER ASSEMBLY - Conducted a shopping mall consumer fair.

STATE OF NORTH CAROLINA - Proclamation issued by Governor Hunt.

OAKLAND-ALAMEDA COUNTY CONSUMER COUNCIL - Meeting during NCW focused on senior citizen issues and services. FDA participated with an exhibit on sodium reduction and health fraud. Workshops were held on consumer legislation, emergency needs, and complaint handling.

STATE OF NORTH DAKOTA - Proclamation issued by Governor Olson. The Attorney General's Office sponsored two activities during NCW, one in the eastern part of the State, and the other in the central-western area. Attorney General Robert O. Wefald contacted every shopping mall in the State, requesting them to give visibility to the Week, and included information and proclamations from the Governor and the President. He contacted the North Dakota State Retailers Assn., with NCW information. A public service ad was sent to members of the North Dakota State Newspaper Association. The State's largest grocery chain ran weekly ads regarding the availability of their home economist for consumers with special needs. The news media gave extensive coverage to NCW.

OKLAHOMA ATTORNEY GENERAL'S OFFICE - Sent speakers to various meetings in the State giving presentations on consumer problems and distributing consumer information.

OKLAHOMA STATE UNIVERSITY'S CENTER FOR CONSUMER SERVICES, STILLWATER, OKLAHOMA - Conducted a shopping mall consumer fair.

ONEIDA COUNTY (NEW YORK) CONSUMER AFFAIRS - Conducted poster contest, participated in local radio talk show on consumer issues and set up consumer information display with the SAVINGS BANK OF UTICA.

ORANGE COUNTY (CALIFORNIA) OFFICE OF CONSUMER AFFAIRS - Sponsored a National Consumer Education and Information Day at Mission Viejo Mall. Television personality Sybil Robson of the consumer TV program "Taking Advantage," was a special guest at the opening breakfast and day-long consumer fair featuring over 100 exhibitors.

OWENSBORO, KENTUCKY - Proclamation issued by Mayor Ross.

PASSAIC COUNTY, NEW JERSEY - OFFICE OF CONSUMER AFFAIRS Arranged a special program at Clifton High School, Clifton, New Jersey.

PHOENIX, ARIZONA - Proclamation issued by Mayor Goddard.

PITTSBURGH, PENNSYLVANIA - Proclamation issued by Mayor Caliguiri.

PORTSMOUTH, VIRGINIA - Proclamation issued by Mayor Johansen.

PRINCE WILLIAM COUNTY CONSUMER AFFAIRS OFFICE, VIRGINIA - Distributed consumer education brochures at various libraries during NCW, issued radio spots with consumer tips, and conducted a demonstration on how to buy a used car at the Manassas Mall.

PUERTO RICO - Proclamation issued by Governor Romero-Barcelo.

REHABILITATION INSTITUTE OF CHICAGO - Arranged a media event to inform the public about their work around the visit of Deputy USOCA Director Robert Steeves, who toured the facilities serving handicapped persons.

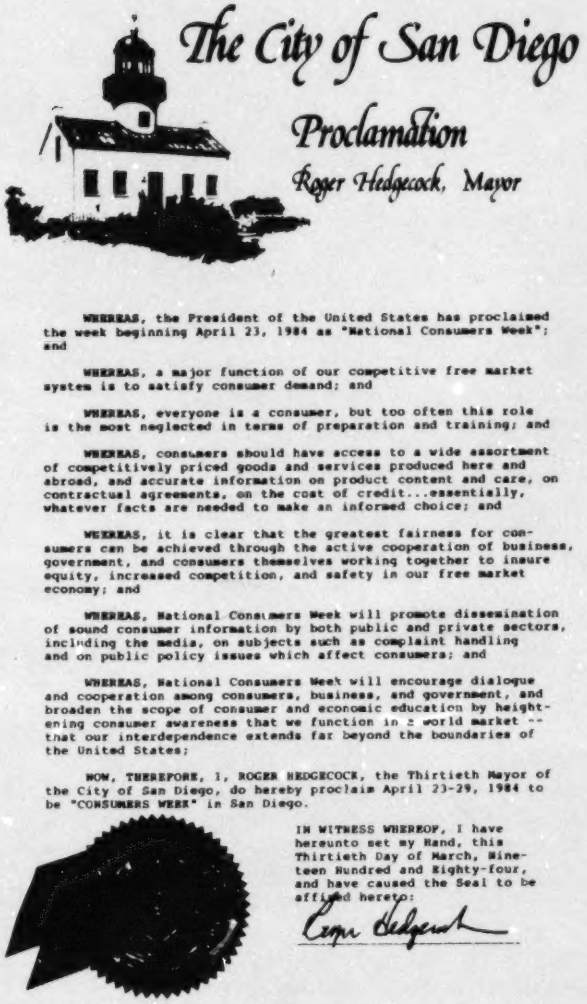
RENSSELAER COUNTY (NEW YORK) COOPERATIVE EXTENSION - Conducted seminars on homebuying for first-time buyers and consumer redress for teenage mothers.

STATE OF RHODE ISLAND - Proclamation issued by Governor Garrahy.

RHODE ISLAND CONSUMER'S COUNCIL - Sponsored its second annual Consumer Education Fair in Warwick Mall, Providence. Twenty five organizations from the public and private sectors participated. The Council continued its education programs in the schools. With the Consumer Product Safety Commission, the Council co-sponsored a safety fair at the Warwick Mall, concentrating on safety problems associated with lawn mowers, chain saws and other seasonal hazardous products. The Council co-sponsored a conciliation/arbitration/mediation conference with the Regional Office of the Federal Trade Commission on how business should handle consumer complaints and the FTC's rules on mediation and arbitration. There were also skits on auto, home improvement, and major appliance complaints, showing how to handle complaints effectively.

RICHMOND, CALIFORNIA - Proclamation issued by Mayor Corcoran.

RIVERSIDE, CALIFORNIA - Proclamation issued by Mayor Brown.



The City of San Diego

Proclamation

Roger Hedgecock, Mayor

WHEREAS, the President of the United States has proclaimed the week beginning April 23, 1984 as "National Consumers Week"; and

WHEREAS, a major function of our competitive free market system is to satisfy consumer demand; and

WHEREAS, everyone is a consumer, but too often this role is the most neglected in terms of preparation and training; and

WHEREAS, consumers should have access to a wide assortment of competitively priced goods and services produced here and abroad, and accurate information on product content and care, on contractual agreements, on the cost of credit...essentially, whatever facts are needed to make an informed choice; and

WHEREAS, it is clear that the greatest fairness for consumers can be achieved through the active cooperation of business, government, and consumers themselves working together to insure equity, increased competition, and safety in our free market economy; and

WHEREAS, National Consumers Week will promote dissemination of sound consumer information by both public and private sectors, including the media, on subjects such as complaint handling and on public policy issues which affect consumers; and

WHEREAS, National Consumers Week will encourage dialogue and cooperation among consumers, business, and government, and broaden the scope of consumer and economic education by heightening consumer awareness that we function in a world market -- that our interdependence extends far beyond the boundaries of the United States;

NOW, THEREFORE, I, ROGER HEDGECOCK, the Thirtieth Mayor of the City of San Diego, do hereby proclaim April 23-29, 1984 to be "CONSUMERS WEEK" in San Diego.

IN WITNESS WHEREOF, I have hereunto set my Hand, this Thirtieth Day of March, Nineteen Hundred and Eighty-four, and have caused the Seal to be affixed hereto:

Roger Hedgecock

RUTGERS UNIVERSITY CO-OP EXTENSION SERVICE, NEW BRUNSWICK, NEW JERSEY - Used the theme of the "Assertive Consumer" in its media activities for NCW. 15 news releases on various aspects of consumerism were issued to each of the 21 County Extension Service offices, for release to the local media.

THE ESSEX COUNTY EXTENSION OFFICE - Participated in an open house sponsored by the County Office of Consumer Affairs.

THE HUDSON COUNTY EXTENSION HOME ECONOMIST - Participated in the Consumer Forum in North Bergen, New Hampshire.

SAN DIEGO, CALIFORNIA - Proclamation issued by Mayor Hedgecock. Consumer assistance clinic was sponsored at the Grossmont Shopping Center, with 36 State, local and Federal agencies represented.

SANTA FE, NEW MEXICO - Proclamation issued by Mayor Montano.

SAN FRANCISCO, CALIFORNIA - District Attorney's Office took its consumer fraud unit to the streets during NCW to publicize its services to consumers; a public meeting was held on food irradiation, with comments presented by panelists and the public.

SALT LAKE CITY, UTAH - An exhibit at the Crossroads Mall was sponsored by several consumer groups and the FOOD AND DRUG ADMINISTRATION.

STATE OF SOUTH CAROLINA - Proclamation issued by Governor Riley.

THE SOUTH CAROLINA DEPARTMENT OF CONSUMER AFFAIRS - Introduced its new instructional packet on credit, developed as a joint venture with the South Carolina Dept. of Education and the South Carolina Council on Economic Education. It will be sent to every secondary school in the State. In addition, it co-sponsored a public seminar with the Mid-Carolina Consumer Credit Assn., with a speaker from the FTC. Robert Steeves, Deputy Director, USOCA, and Steve Hamm, Director of the South Carolina Department of Consumer Affairs, also spoke. An NCW proclamation was issued by Mayor Kirkman Finlay, of Columbia, S.C.

SEATTLE, WASHINGTON CONSUMER PROTECTION ROUNDTABLE - Sponsored a luncheon and presented its Consumer Advocate Award to someone in the Seattle area who has done outstanding work in behalf of consumers.

SOUTHEASTERN LOUISIANA UNIVERSITY HOME ECONOMICS DEPARTMENT - Sponsored senior student projects for NCW, one of which was publicized in the campus newspaper.

SOUTHWEST BAPTIST UNIVERSITY, BOLIVAR, MISSOURI - Distributed a free booklet on food purchasing provided by Kraft Corporation, and offered consumer related programs to local organizations through its Home Economics Department.

STATE OF SOUTH DAKOTA - Proclamation issued by Governor Janklow.

ST. LOUIS, MISSOURI - Proclamation issued by Mayor Schoemehl.

SUFFOLK COUNTY, NEW YORK - County Commissioners proclaimed Consumer Week, and sponsored a seminar for students at Suffolk County Community College Western Campus; a consumer education workshop for community leaders in Hauppauge; and a Shopping Mall Consumer Fair at the Smith Haven Mall in Lake Grove.

SUMMIT HALL, NEW JERSEY - Mayor Rober J. Hartlaub issued an NCW proclamation, and the City Clerk sent a press release about its Consumer Affairs Local Assistance Office to the local media.

SUNNYVALE, CALIFORNIA - Proclamation issued by Mayor Briody.

SYRACUSE (NEW YORK) CONSUMER AFFAIRS - Conducted Consumer Carnival for kids at the City Hall.

"TAKING ADVANTAGE" TELEVISION SERIES, LOS ANGELES, CALIFORNIA - Participated in National Consumer Education and Information Day, in conjunction with the Orange County Office of Consumer Affairs. Their booth featured free transcripts of the show and a Q&A session with co-host Sybil Robson. The show also participated with ABC affiliates in various events taking place in Detroit, Michigan. Jerry Graham, co-host, participated in a program at Henry Ford College, Detroit. Co-hosts Sybil Robson and Jerry Graham were named Special Media Advisers to the California Consumer Advisory Council.

TALLAHASSEE, FLORIDA - Proclamation issued by Mayor Bellamy.

TAMPA, FLORIDA - Virginia H. Knauer addressed the Consumer Grassroots Forum sponsored by the Gulf Oil Products Company.

STATE OF TENNESSEE - Proclamation issued by Governor Alexander.

UNITED COMMUNITIES AGAINST POVERTY COMMUNITY ACTION AGENCY, LANDOVER, MARYLAND - Sponsored a Consumer Volunteer Recognition Awards Ceremony and conducted a public hearing, "Consumers Speak-out."

UNION COUNTY, NEW JERSEY DIVISION OF CONSUMER AFFAIRS - Distributed thousands of Consumer's Resource Handbooks and packets containing information from the U.S. Consumer Product Safety Commission and local consumer related organizations; publicity campaign included newspapers, radio and television and a speech to senior citizen leaders.

UNIVERSITY OF THE DISTRICT OF COLUMBIA FIXED INCOME CONSUMER COUNSELING PROGRAM - Sponsored daily workshops for low income and elderly consumers on "Good Consumerism."

UNIVERSITY OF PENNSYLVANIA, THE SCHOOL OF NURSING - Sponsored a program to develop a model for effective collaboration between organized consumers and nursing. The project was stimulated by a suggestion from the National Consumers League, and funded by the American Nurses Foundation.

STATE OF VIRGINIA - Proclamation issued by Governor Robb.

VIRGINIA CO-OP EXTENSION SERVICE OF VIRGINIA TECH AND VIRGINIA STATE UNIVERSITIES - Supported the second annual National Consumers Week Poster Contest with mailings to Virginia public schools in the Richmond area.

VIRGINIA CITIZENS CONSUMER COUNCIL - Displayed information on local measured telephone service in libraries in Fairfax and Arlington counties during **NCW '84.**

VIRGINIA EXTENSION OFFICES - Displayed the NCW poster in their offices, along with publications and handouts. A conference in Southampton County had the theme, "Wake Up To Now." It was sponsored by SHOP, Straight Help for Opportunities for Purchases. A consumers conference was held at Richard Bland Community College on the theme "Consumers Helping Themselves" addressing the unemployment situation in the area. Media coverage was extensive in the Richmond area, and Pittsylvania County had special exhibits and programs which stressed consumer issues on buying, shopping, and protection. The annual meeting of the Consumer Education and Information Association of Virginia was held at Virginia Beach, on the theme "Emerging Problems in Health Care."

WALKER COUNTY TECHNICAL SCHOOL, GEORGIA - Sponsored a Consumer Awareness Day on April 25, which was advertised in five surrounding county newspapers and publicized on a talk show in Chattanooga. Area service groups were invited. Exhibits were displayed all week.

WHIM-TV IN HARRISBURG, PENNSYLVANIA - Devoted its talk show with Teri Guerrisi to the subject of counterfeit products. National NCW Coordinator Martin Petersen was a guest on the show, along with the Director of th Pennsylvania Bureau of Consumer Protection, Mike Pekula.

WESTERN NEW YORK COALITION FOR CONSUMER EDUCATION, AND the NIAGARA FRONTIER CONSUMERS' ASSOCIATION - With Federal, State and local agencies sponsored a one-day Consumer Awareness Conference at Buffalo State College. Media announcements publicized the event, which was open to the public.

WARREN COUNTY, NEW JERSEY OFFICE OF CONSUMER AFFAIRS - Participated in NCW with an exhibit at the Warren County Library in Belvidere, and with a special class entitled "Consumers Mean Business: Complain Like a Pro." OCA staff were interviewed on local radio and television, and an open house was held at its office where staff answered questions and distributed printed information. Warren County issued a proclamation of NCW.

STATE OF WASHINGTON - Proclamation issued by Governor Spellman.

STATE OF WEST VIRIGNIA - Proclamation issued by Governor Rockefeller.

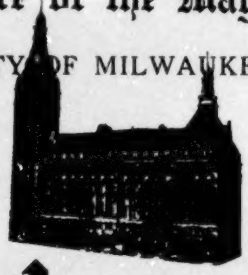
WESTCHESTER COUNTY, NEW YORK DEPARTMENT OF CONSUMER AFFAIRS - Set up exhibits at three indoor shopping malls in the County distributing literature and pamphlets. Staff also answered questions. Spot announcements were sent to the local media, and a feature article by the Consumer Editor of the Westchester newspaper was published during NCW.

PROCLAMATIONS OF NATIONAL CONSUMERS WEEK received from Governors included the following States: Alabama, Arkansas, California, Colorado, Delaware, Florida, Georgia, Illinois, Iowa, Minnesota, Mississippi, New Jersey, New York, New Mexico, North Carolina, Puerto Rico, Rhode Island, South Carolina, South Dakota, Tennessee, Texas, Virginia, Washington, West Virginia, and Wyoming.

PROCLAMATIONS FROM MAYORS included the following cities (not in alphabetical order): Sunnyvale, California; Atlantic City, New Jersey; Pittsburgh, Milwaukee, Wisconsin; Cincinnati, Ohio; Pennsylvania; Concord, California; Jackson, Mississippi; Milwaukee, Wisconsin; Columbia, South Carolina; Hialeah, Florida; Tallahassee, Florida; Santa Fe, New Mexico; Portsmouth, Virginia; Berkeley, California; Chicago, Illinois; Phoenix, Arizona; Richmond, California; Oklahoma City, Oklahoma; Anaheim, California; Fort Worth, Texas; San Diego, California; Baltimore, Maryland; Allentown, Pennsylvania; Elizabeth, New Jersey; Queensboro, Kentucky; Battle Creek, Michigan; Kansas City, Kansas; Garden Grove, California; Buffalo, New York; Reno, Nevada; Cranford, New Jersey; and Indianapolis, Indiana.

Office of the Mayor

CITY OF MILWAUKEE



Proclamation

Whereas: The President of the United States has proclaimed the week beginning April 23, 1984, as "National Consumers Week," and

WHEREAS, This special observance will promote the dissemination of sound consumer information by both public and private sectors, including the media, to acquaint the buying public with such processes as complaint handling and to heighten consumer awareness of our interdependence on a world market as well as a domestic one; and

WHEREAS, Everyone is a consumer, but little effort is made to prepare and train people for this role; and

WHEREAS, Consumers should have access to a wide assortment of competitively priced goods and services produced both here and abroad, plus accurate information on product content and quality; and

WHEREAS, It is essential that business, government and consumers themselves work together to insure equity, increased competition and safety in our free market economy;

NOW, THEREFORE, I, HENRY W. MAIER, Mayor of Milwaukee, do hereby proclaim the period of April 23-29, 1984, to be NATIONAL CONSUMERS WEEK in Milwaukee, and I urge everyone to acquaint themselves with the consumer information that is readily available to them.

Henry W. Maier

HENRY W. MAIER

Mayor

AMERICAN AIRLINES - Sponsored travel arrangements for the winners of the NCW National Photo Contest.

AMERICAN AUTOMOBILE ASSOCIATION (AAA) - Conducted car care clinics through its state and district offices and provided consumer tips through its publications.

AMERICAN BANKERS ASSOCIATION - News Weekly featured NCW in its April 10 issue, describing kinds of activities banks across the country could participate in for NCW.

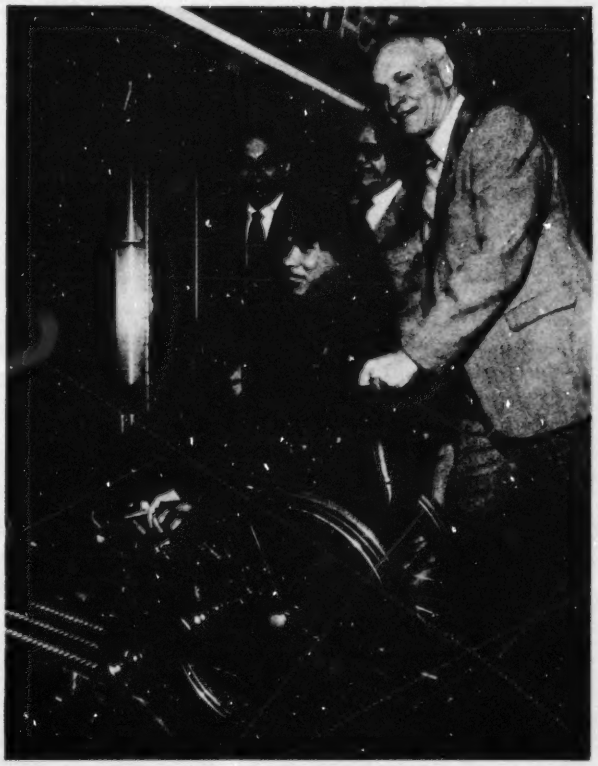
AMERICAN BAR ASSOCIATION - Special Committee on Alternative Dispute Resolution assisted in organizing a visit by Virginia H. Knauer to its pilot multi-door project in Houston. Mrs. Knauer toured the facility and observed a simulated mediation case.

AMERICAN GAS ASSSOCIATION (AGA) - Opened the Gas Appliance Research and Demonstration Home at the AGA Laboratories in Cleveland. More than 200 guests attended, with DOE Under Secretary Patrick Collins delivering the keynote address. CPSC Chairman Nancy Steorts and members of her staff toured the facilities. The AGA Labs staff will be conducting research to develop new residential and commercial gas appliances and accessories, and the house will serve as a showcase for demonstrating new equipment. AGA also held a workshop on handling consumer concerns and inquiries for 30 of its member company representatives hosted by Southwest Gas Corporation in Las Vegas. Other member companies participated in NCW activities in Atlanta, Brooklyn, East Ohio, New Jersey, Northeastern States, Oklahoma, Southern California, Southwestern and, Mid-Atlantic States, and Washington, D.C.

AMERICAN TOURISTER CORPORATION - Sponsored an exhibit at the NCW consumer fair at Midland Mall, Warren, Rhode Island, and at the Warwick Mall, Warwick, Rhode Island. The Fair was publicized on local radio stations.

AMERICAN COUNCIL OF LIFE INSURANCE - Provided an NCW packet of informational materials to its 600 member companies, with directions for sponsoring a variety of community activities. With the HEALTH INSURANCE ASSOCIATION OF AMERICA, produced 400,000 promotional flyers announcing **NCW 84'**.

AMTRAK - Displayed its specially equipped sleeping car accommodations for wheelchair passengers at Union Station in Chicago as a media event.



THE ARMSTRONG RUBBER COMPANY - Launched its new warranted auto Tredloc Tire during National Consumers Week at a press conference in Nashville. USOCA Deputy Director Robert Steeves participated in ceremonies at the Nashville plant announcing the tire, which sets a new industry standard for tire mileage guarantees.

ASSOCIATION OF HOME APPLIANCE MANUFACTURERS (AHAM) - Focused on NCW in

its March/April issues of Appliance Letter sent to over 6,000 consumer communicators throughout the country; distributed a special media package during NCW.

AMERICAN SOCIETY OF TRAVEL AGENTS - Released a new consumer education campaign alerting travelers to potential consumer problems. This was done in conjunction with the Federal Trade Commission. It included radio and print media material.

ATLANTIC & PACIFIC TEA COMPANY (A&P) - Distributed a consumer feed-back survey during NCW to each customer who passed through a checkout line. Postage-paid results will be tabulated and analyzed. A&P operates 775 stores in 26 States.

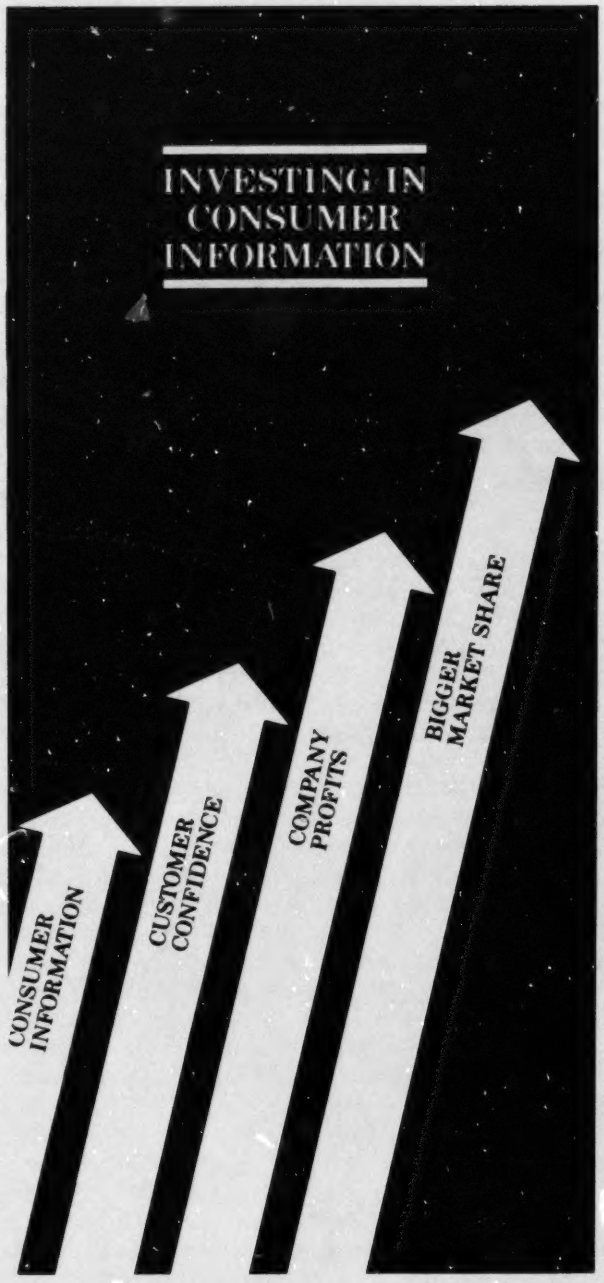
AVON PRODUCTS - Sponsored a study tour for consumer educators from Japan as a major NCW activity. Professors from major universities participated in a ten-day, four-city tour, which began April 23rd in New York. They met with experts in consumer education in classrooms at the elementary, high school, and university levels. Avon also hosted open house at its seven Regional Offices.

BETTER BUSINESS BUREAU, LONGVIEW, TEXAS - Conducted a shopping mall consumer fair.

BONHAM STATE BANK, BONHAM, TEXAS - Used an NCW postage cancellation stamp for its metered mail during April, and ran ads on National Consumers Week in the local newspaper. The Bank also ran an NCW poster on its marquee and used an NCW logo on all statements during April.

CAR CARE COUNCIL - Mailed a publicity kit to 600 newpaper editors on Car Care Fairs during National Consumers Week, with questions about car care and lists of local resources. Issued a series of 30-second radio public service announcements relating to car care for NCW.

CITICORP/CITIBANK, N.A. - Provided a grant for the National Coalition for Consumer Education's NCW Poster Contest involving school children.



THE COCA-COLA COMPANY - Released its new publication, "Investing In Consumer Information," and distributed it to Chief Executive Officers of major U.S. corporations, public relations executives, trade associations, and 177 Better Business Bureaus in the U.S. and Canada during NCW.

COLUMBIA GAS DISTRIBUTION COMPANIES - Under the theme "Save Energy Dollars Year Round," produced pamphlets, posters and

news releases that pointed out year-long energy savings can result by taking action during the the spring and summer. Also prepared a teacher's packet with lesson ideas and student worksheets. All 140 area offices in a seven-State area participated in the program.

CREDIT WORLD MAGAZINE - Donated two full-page advertisements to National Consumers Week in their January-February and March-April issues.

D.C. CONSUMER CREDIT ASSOCIATION - Virginia H. Knauer was the luncheon speaker at the Essay Contest Awards Luncheon, where awards were presented to essay contest winners.

DALLAS, TEXAS - The Third Annual Consumers Day Fair was co-sponsored by the Federal Executive Board and the Better Business Bureau. Forty-four government, private, business and educational organizations participated.

DETROIT - Virginia Knauer addressed a luncheon meeting of consumer and business leaders, visited officials of the major automobile manufacturers, and attended a reception marking National Consumers Week.

EQUITABLE BANK, N.A. (Baltimore) - Prepared an NCW poster for its 130 offices, and issued a brochure, Simple Tips on Personal Credit, through its branches. A statement stuffer about the brochure went to 165,000 bank customers.

EXXON COMPANY U.S.A. - Co-sponsored a consumer issues luncheon for Houston business and consumer leaders, addressed by Virginia Knauer, and conducted Better Business Bureau orientation programs for company employees at nine key facilities nationwide to stimulate individual awareness of BBB services. Exxon also conducted one of its community leader dialogue sessions, giving senior management the opportunity to hear consumer leaders.

FOOD MARKETING INSTITUTE, WASHINGTON, D.C. - Included "Consumer Clips" in its April edition of FMI's Issues Bulletin. Sent letters to 1300 member companies urging their participation in NCW.

GARFIELD RIDGE BANK, CHICAGO - Hosted an NCW seminar for senior citizens during National Consumers Week, with a speaker from the Social Security Adminstration.

GOODYEAR TIRE AND RUBBER COMPANY - Published articles on NCW in company publications.

GULF OIL PRODUCTS COMPANY - Hosted consumer and community leaders at one of the company's Consumer Grassroots Forums in St. Petersburg, Florida.

HENLEY PARK HOTEL - Sponsored local arrangements for the winners of the NCW National Photo Contest.

HOFFMAN-LaROCHE, INC. - Sponsored the ribbon cutting ceremony for the anticounterfeiting exhibit in New Orleans.

HOME OWNERS WARRANTY CORPORATION (HOW) WASHINGTON, D.C. - Sponsored a reception celebrating the 10th anniversary of the HOW program on the opening day of NCW '84.

THE HOOVER COMPANY - Featured NCW in its in-house publication, and offered a "Consumer Guide To Carpet Cleaning" to all who requested it. The NCW poster was displayed in each of the 70 factory service centers throughout the U.S., and the carpet cleaning guide was available for all customers.

INTERNATIONAL ANTICOUNTERFEITING COALITION, along with the U.S. CUSTOMS SERVICE and the UNITED STATES OFFICE OF CONSUMER AFFAIRS - Opened its exhibition on counterfeit consumer products near 1984 Louisiana World Exposition in New Orleans. The exhibit showed the health, safety, quality and economic dangers of the growing $16 billion market in counterfeit goods for the public visiting the Louisiana World Exposition during 1984.

INTERNATIONAL CONSUMER CREDIT ASSOCIATION - Sponsored the National Consumer Credit Education Week during NCW, and hosted a wide variety of seminars, workshops on credit, and high school essay contests through its chapters nationwide.

JOINT COUNCIL ON ECONOMIC EDUCATION - Sent out NCW Information Kit to its 20,000 members.

KRAFT FOOD PRODUCTS CORPORATION - Mailed a publication titled Consumer's Right To Know to 6,000 consumer educators and professionals in government, industry, interest groups, academia, and the media during NCW. 2,000 members of the Kraft sales force took order blanks for consumer publications to their customers during NCW. Kraft used the "Consumers Mean Business" logo as its mail cancellation indicium during NCW, and a Kraft representative distributed consumer materials at the Better Business Bureau 1984 Consumer Education Fair, attended by 3,000 members.

KINGS SUPER MARKETS, WEST CALDWELL, NEW JERSEY - Ran full-page ads about NCW in major New Jersey newspapers. In addition, consumer leaflets were distributed in all their stores.

LEVITZ FURNITURE COMPANY - Distributed four different consumer information leaflets through its chain of stores; used a special NCW logo and hang tags in its advertising during NCW.

LONE STAR GAS COMPANY, DALLAS - Participated in the Third Annual Consumers Day Fair at Northpark Shopping Center. The Company mailed a special newsletter to social workers and agencies in Dallas and Fort Worth explaining consumer issues related to natural gas service. The Company demonstrated gas drilling procedures at three sites in the area.

MANUFACTURERS NATIONAL BANK OF DETROIT - Co-sponsored a day-long conference on consumer issues, with the HENRY FORD COMMUNITY COLLEGE. Virginia H. Knauer addressed the luncheon meeting on "Partnership Between Business and Consumers."

MAJOR APPLIANCE CONSUMER ACTION PANEL (MACAP), CHICAGO, ILLINOIS - Sponsored an exhibit of major appliances including those especially adapted for use by handicapped persons.

MCDONALD CORPORATION, GREATER WASHINGTON, D.C. AREA - Sponsored a luncheon meeting to announce its Consumer Education Grant Program for innovative educational projects in the area of consumerism for D.C. area public schools.

MEDI MART DRUG STORES - Participated in the New England SOCAP Consumer Education Fair at a shopping mall in Boston. A pharmacist distributed materials and publications, and answered questions about health, prescription drugs, and over-the-counter medication. Nearly 200 blood pressure readings were taken.

MERCURY MARINE CORPORATION - Prepared a special NCW poster using a marine/business theme and distributed it to over 6,000 Mercury outboard, Mariner outboard, and MerCruiser dealers throughout the U.S.

MINYARD FOOD STORES, DALLAS - Printed a special NCW poster displayed in all its stores during NCW, and participated in the Consumer Fair at Northpark Shopping Center, distributing information on fitness, nutrition, and recipes.

NATIONAL AUTOMOBILE DEALERS ASSOCIATION (NADA) - Sent a series of news releases on sales and service of new cars to automotive writers of major publications.

NATIONAL ASSOCIATION OF HOME BUILDERS - Prepared a special kit for all its state and local affiliates including camera ready fact sheets for consumers and suggested events that home builders might become involved in at the local level.

NATIONAL INSTITUTE FOR AUTOMOTIVE SERVICE EXCELLENCE - Conducted car care demonstrations nationwide.

THE NCW RADIO NEWS SERVICE - Offered generic consumer tips over the AP and UPI radio news service to 2,000 radio stations during NCW. This effort was produced by SKLAR/IDELSON, a Washington, D.C.-based public relations firm.

NEW JERSEY NATURAL GAS - Sent radio PSAs to nine stations broadcast over five days, on home heating, water heating, cooking, equal payment plan, and other consumer suggestions. The company used the NCW slogan on its postage meters during NCW.

NEW ORLEANS BETTER BUSINESS BUREAU and SOUTHERN UNIVERSITY - Sponsored a one-day seminar on consumer affairs and National Consumers Week on the University Campus, plus a campus-wide display of NCW.

NEW ORLEANS - United States Office of Consumer Affairs, U.S. Customs Service, and International Anticounterfeiting Coalition co-sponsored exhibit on counterfeit name-brand products at the Customs House. Mrs. Knauer and Congresswoman Lindy Boggs participated in opening ceremonies April 30. The exhibit will remain open during the Louisiana World Exposition. Syndicated television series "Taking Advantage" covered the opening event.

NORTHEAST UTILITIES, HARTFORD, CONNECTICUT - Mailed a special NCW insert in 1.2 million statements sent to its customers during April, and provided publications for the exhibit sponsored by the Department of Energy in its main lobby. The Vice President for Customer Services made several speeches during NCW on consumer issues.

PEOPLE MAGAZINE - Donated a free public service ad in its April 20 issue on the NCW theme, "Consumers Mean Business."

PHARMACEUTICAL MANUFACTURERS ASSOCIATION - Developed slide and script PSAs for distribution to 230 television stations for use during the week.

PITNEY BOWES - Designed the official **NCW'84** postage meter cancellation imprint and made it available to purchasers at cost.

RCA MUSIC SERVICE - Developed a special presentation on consumer awareness for its 400 employees and is using the Pitney Bowes postage meter imprint throughout 1984.

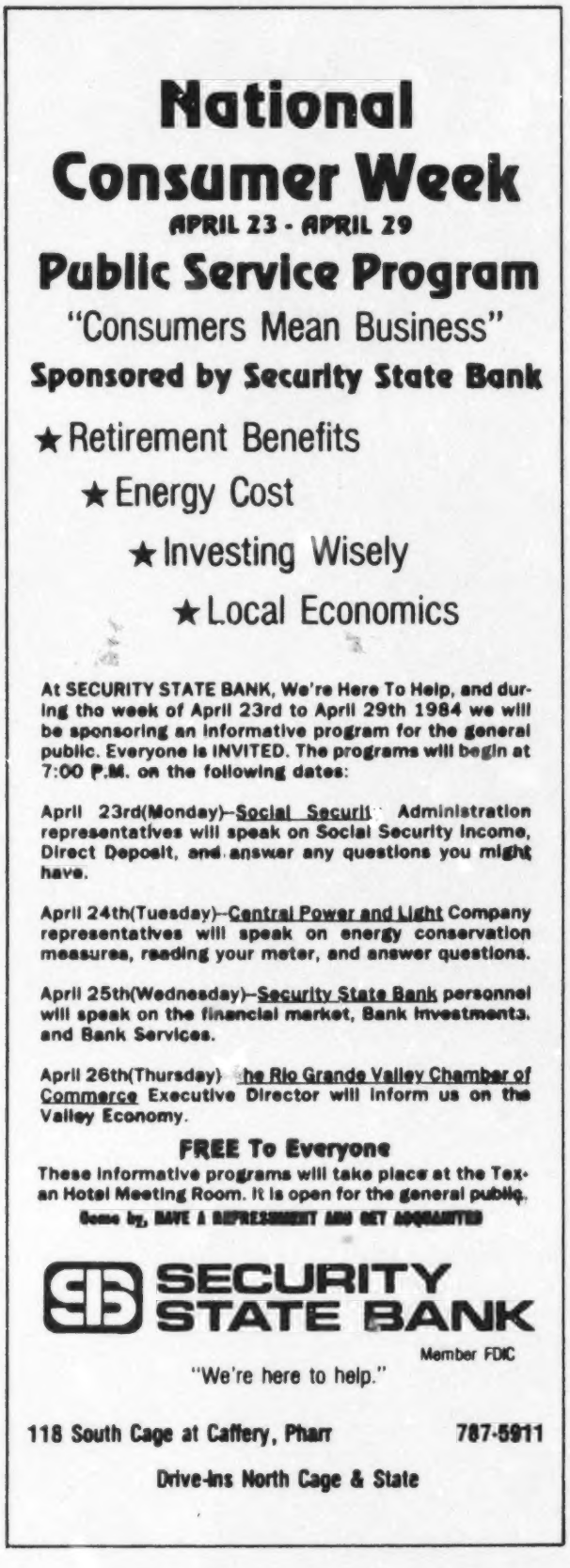
SAFEWAY STORES - Printed free NCW shopping bags for use in all their stores during the week, and Louisiana Tech University, in Ruston, Louisiana, laminated some of the bags and converted them into posters which were displayed around the campus during NCW.

SEARS, ROEBUCK & COMPANY - Designed and printed 80,000 copies of the official **NCW'84** poster and reprinted the poster artwork in its 4th quarter report to stockholders that reached one million people.

SECURITY STATE BANK, PHARR, TEXAS - Sponsored a week-long series of NCW activities on a number of issues, including Social Security benefits, direct deposit, energy conservation, investments and bank services.

SEVEN-UP COMPANY - Printed 30,000 copies of How to Run a Consumer Week, a practical 19-page guide that takes local planners through a step-by-step presentation of how to do it.

SHELL OIL COMPANY - Through its district offices, presented its consumer "Self-Help" program on car care and maintenance.


National
Consumer Week
APRIL 23 - APRIL 29
Public Service Program
"Consumers Mean Business"
Sponsored by Security State Bank
★ Retirement Benefits
★ Energy Cost
★ Investing Wisely
★ Local Economics
At SECURITY STATE BANK, We're Here To Help, and during the week of April 23rd to April 29th 1984 we will be sponsoring an informative program for the general public. Everyone is INVITED. The programs will begin at 7:00 P.M. on the following dates:
April 23rd(Monday)–Social Securit Administration representatives will speak on Social Security Income, Direct Deposit, and answer any questions you might have.
April 24th(Tuesday)–Central Power and Light Company representatives will speak on energy conservation measures, reading your meter, and answer questions.
April 25th(Wednesday)–Security State Bank personnel will speak on the financial market, Bank Investments, and Bank Services.
April 26th(Thursday) he Rio Grande Valley Chamber of Commerce Executive Director will inform us on the Valley Economy.
FREE To Everyone
These informative programs will take place at the Texan Hotel Meeting Room. It is open for the general public.
Come by, HAVE A REFRESHMENT AND GET ACQUAINTED
SECURITY STATE BANK
Member FDIC
"We're here to help."
118 South Cage at Caffery, Pharr 787-5911
Drive-Ins North Cage & State

SOCAP NEWSLETTER UPDATE - Carried a prominent notice about NCW in its April issue and celebrated the week with its spring conference in San Francisco. SOCAP is the Society of Consumer Affairs Professionals in Business, with 1500 members.

SOCAP/OHIO CHAPTER - Featured NCW in the spring issue of its newsletter, OHCAPS.

SOUTH FLORIDA BETTER BUSINESS BUREAU - Participated in a consumer fair at the Aventura Shopping Mall in Miami. Staff of the Consumer Credit Counseling Service of South Florida also participated, and Florida Power and Light Company sent consumer literature, and a representative to answer questions.

SOUTHERN BELL TELEPHONE COMPANY, ATLANTA - Sponsored a booth at the Consumer Awareness Expo 1984 coordinated by the GOVERNOR's OFFICE OF CONSUMER AFFAIRS, displaying equipment available for the disabled, as well as providing information about the Company; also conducted a seminar in Atlanta for the State's Consumer Affairs/Public Relations Managers, to identify current consumer needs throughout Georgia and to develop ways of responding effectively; Company sponsored open houses throughout the State to acquaint the public with their local telephone facilities and services; their speaker's bureau met with 11 different groups to inform them of changes in the company's services.

TAMPA CHAMBER OF COMMERCE and BETTER BUSINESS DIVISION - Sponsored a Health Frauds Workshop, in which FDA participated. Discussion focused on how government, local agencies, and media can work together to protect consumers from fraudulent products.

TEXAS HOME BUILDERS ASSOCIATION -In conjunction with the National Association of Home Builders conducted a pilot program for consumers with generic instruction on how to select a home and finance it. USOCA Director, Virginia H. Knauer, addressed the session.

TRIBUNE COMPANY SYNDICATE - Created a counterfeiting villain, "Murky," and

created a product counterfeiting story line for its Dick Tracy comic strip which began during NCW and ran for four months.

UNION OIL COMPANY - Provided specially designed NCW posters to its service stations in the Western Region. The Poster's theme was, "Serve Them with Spirit - Consumers Mean Business."

VIVITAR CORPORATION - Conducted a National Photo Contest through its 7,000 dealerships.

WASHINGTON D.C. GAS LIGHT COMPANY - Mailed an NCW bill-stuffer to all its customers in the Metropolitan area.

THE WHIRLPOOL CORPORATION - Developed a series of press releases for National Consumers Week, and distributed a variety of consumer education materials regarding appliance safety, including special publications for disabled consumers.

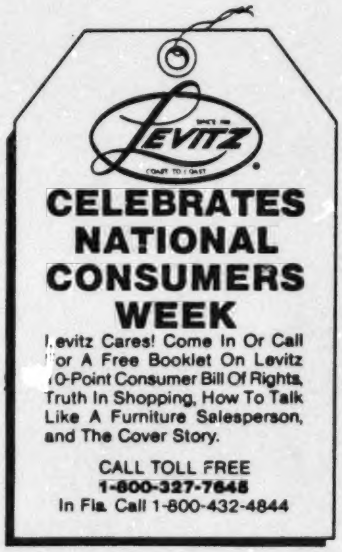
THE ZAYRE CORPORATION - Printed and distributed 100,000 free shopping bags bearing the NCW theme, "Consumers Mean Business," to organizations conducting local consumer fairs and exhibits.

If you have a question or concern about your service, first give your local customer service representatives an opportunity to help you. They'll make a real effort to get your questions answered on the spot. The number to call is printed on your bill and listed under "Northeast Utilities" in your telephone directory.

Please don't write on your bill stub — it is scanned by computer and an important message may be overlooked. Please write on a separate piece of paper and enclose it with your bill payment.

If, for some reason, we have not adequately addressed your concerns, write to:

William J. Stax, Director
Consumer Affairs
Northeast Utilities
P.O. Box 270
Hartford, Connecticut 06141


LEVITZ
CELEBRATES NATIONAL CONSUMERS WEEK
Levitz Cares! Come In Or Call For A Free Booklet On Levitz 10-Point Consumer Bill Of Rights, Truth In Shopping, How To Talk Like A Furniture Salesperson, and The Cover Story.
CALL TOLL FREE
1-800-327-7648
In Fla. Call 1-800-432-4844

NORTHEAST UTILITIES
NU
THE CONNECTICUT LIGHT AND POWER COMPANY
WESTERN MASSACHUSETTS ELECTRIC COMPANY
HOLYOKE WATER POWER COMPANY
NORTHEAST UTILITIES SERVICE COMPANY
NORTHEAST NUCLEAR ENERGY COMPANY

This information is paid for by NU shareholders.

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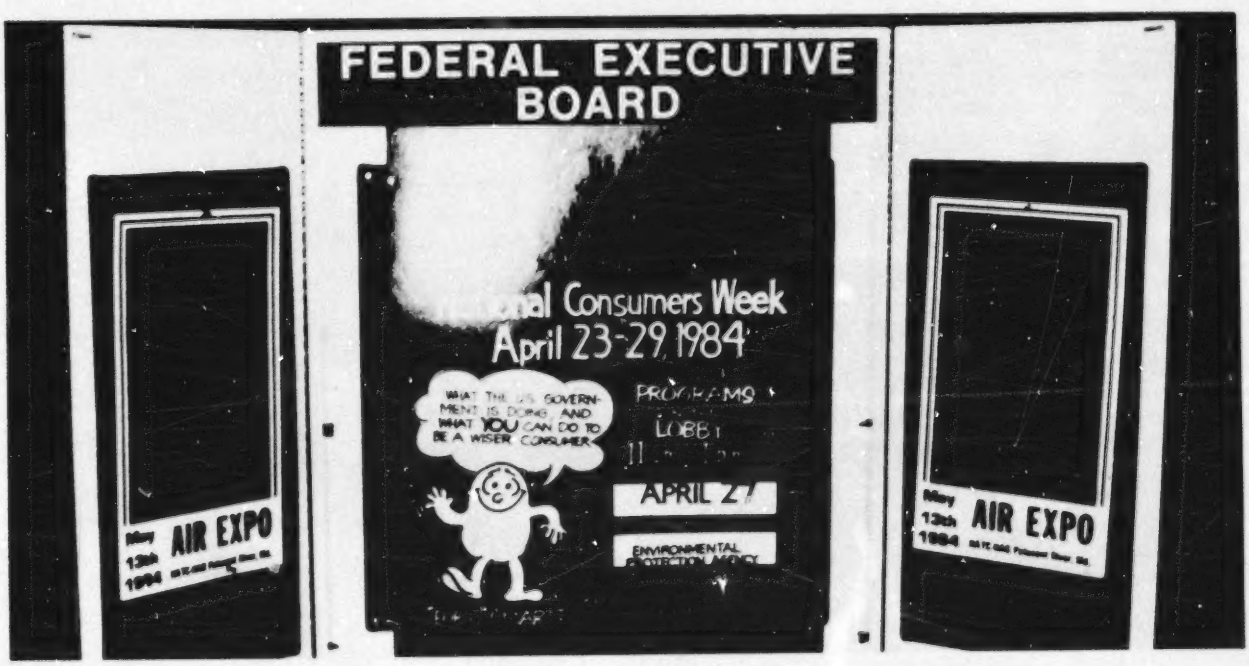
FEDERAL AGENCIES

ACTION - Focused on the senior citizen population through its Retired Senior Volunteer Program (RSVP), which is a national program for older Americans contributing their time in virtually every part of our country. The RSVP programs in conjunction with VOLUNTEER SENIOR CITIZEN CENTERS with whom they work around the nation also provided speakers for NCW community activities.

THE ADMINISTRATIVE CONFERENCE OF THE UNITED STATES - Posted the official NCW poster in its lobby, and publicized the event by mailing informational materials to its 125 members and liaison representatives of the Administrative Conference.

DEPARTMENT OF AGRICULTURE - Featured exhibits and consumer information programs in the USDA Administration Building. Virginia Knauer participated in the opening ceremony with Deputy Secretary Richard E. Lyng. Specialists made presentations to employees during extended lunch hours and distributed consumer information. Over 1,000 USDA employees and visitors saw the exhibits and special programs. The Food Safety and Inspection Service (FSIS) produced a script/slide presentation called "Partners in Protection," which was sent to 250 agency officials. FSIS also featured PSAs during NCW. The annual poster contest on food safety was entered by more than 75,000 elementary school children this year. Thirty USDA Inspectors visited 50 schools to congratulate local winners during NCW. FSIS sent information about USDA's Meat and Poultry Hotline to 17,200 public libraries, 1,100 consumer affairs newspaper reporters and 240 supermarket consumer affairs professionals. THE EXTENSION SERVICE, which provides consumer education in more than 3,000 counties in the U.S., mailed NCW information packets to more than 5,000 extension professionals. Among the special programs conducted for NCW was one by the Nebraska Cooperative Extension Service.

BALTIMORE FEDERAL EXECUTIVE BOARD - Sponsored a display in the Fallon Federal Building lobby, in which 13 Federal agencies particpated 29 other agencies hosted programs of their own and displayed the NCW poster. Between 1500 and 2000 visitors saw the lobby display in the Fallon Building.



CENSUS BUREAU - Showed displays at five consumer fairs in Boston, New York, Atlanta, Dallas, and Los Angeles.

CIVIL AERONAUTICS BOARD (CAB) - Informed state and local consumer units of its functions and issued special information kits about air transportation consumer issues. Prepared PSAs about air transportation and consumer issues, and members of the the Board staffed the consumer complaint telephones during the week.

CHICAGO - FEDERAL EXECUTIVE BOARD (FEB) - Sponsored a half-day information sharing session for Federal employees in daily contact with the public regarding resource referrals on consumer issues; published a Chicago edition of the Consumer's Resource Handbook and distributed it to 110 member FEB agencies; poster displayed in the lobbies of Federal buildings in Chicago.

DEPARTMENT OF COMMERCE - Sponsored an exhibit in the main lobby of the Hoover Building on the theme, "Commerce Serves Consumers." Twelve agencies showed displays about their consumer programs. Over 6,700 people, not including employees, visited the exhibit. Secretary Baldrige sent a notice to all Department employees in the Washington area urging them to visit the NCW exhibit. More than 20,000 booklets and fact sheets were distributed. The Departmental newsletter, Commerce People, featured an article on NCW and the exhibit. The OFFICE OF CONSUMER AFFAIRS honored members of its Consumer Sounding Board at a coffee hour where Deputy Secretary Clarence J. Brown presented certificates of appreciation to the volunteer consumer members of the Board. NCW was featured in the March issue of Simply Stated In Business, the bi-monthly bulletin sent to 9,000 subscribers from business, government, and academia. The Department's Office of Business Liaison sent a special mailing about NCW to 450 government affairs representatives in trade associations, and the Director of Consumer Affairs taped a radio broadcast sent throughout the country and participated in a radio interview by a Dayton, Ohio station. The National Maritime Fisheries Service's (NMFS) Southeast Region published a special edition of NMFS Newsbreaker with the President's Proclamation of NCW, and mailed a press release to food editors. NMFS sent outreach letters on NCW to their fisheries marketing directors, fishing trade associations, and major seafood companies. The Regional Office participated in consumer fairs in Atlanta, Georgia and Dallas, Texas and placed NCW notices in several issues of Market News Report. It also highlighted NCW in the Pascagoula Laboratory's Open House April 19-20. The Northeast Region announced NCW activities each morning on WNBS, New Bedford, Mass., and NMFS official John Lenehan discussed it during an interview on that station. NMFS participated in a consumer fair in the Burlington Mall, Burlington, Massachusetts, and the Marketing Committee of the Mid-Atlantic Foundation, April 16-21. The Southwest Region participated in the Orange County Annual Consumer Fair at Mission Viejo Mall, and announced NCW at the Spring convention of the California Seafood Institute in Monterey, California. The National Weather Service regional offices participated with displays in Norfolk, Virginia and Columbia, South Carolina, the lobby of the Federal Building in Kansas City, Missouri, and Anchorage, Alaska, and the Ala Moana Shopping Center in Honolulu, Hawaii. The Bureau of the Census showed displays at five consumer fairs in Boston, Massachusetts, New York, Atlanta, Georgia, Dallas/Fort Worth, Texas, and Los Angeles, California.

COMMODITY FUTURES TRADING COMMISSION - Informed the North American Association of Securities Administrators (NAASA) and selected State Attorneys General about NCW; made contacts with major print media about NCW; and with NAASA and the Council of Better Business Bureaus distributed information on fraud prevention in the commodities industry.

CONSUMER PRODUCT SAFETY COMMISSION - Three Commissioners spoke at meetings and news conferences during NCW. Chairman Steorts visited Ohio, Florida, and Minnesota; Commissioner Armstrong visited Arizona and California; and Commissioner

Scanlon visited Texas and North Carolina. Sent publicity packets to national organizations which have communications networks, using the theme, "Product Safety Sells." CPSC also collaborated with various local grassroots organizations during NCW to promote the use of the CPSC hotline, displays, exhibits, workshops and fairs. Chairman Nancy Steorts, through the Federal Executive Speakers Program of USOCA, addressed the audience at a Consumer Fair in downtown Cincinnati, Ohio.

DEPARTMENT OF DEFENSE - Provided NCW fact kits to social studies coordinators at its overseas dependent schools and to libraries and family and community service centers located on military installations. The Army presented programs to their respective military communities on various aspects of consumerism at Fort Myer and Fort Belvoir, Virginia, and at Fort Leonard Wood, Missouri, Fort Sill, Oklahoma, and the Aberdeen Proving Ground, Maryland, to name a few. Pupils at the DOD Dependents School in Avellino, Italy, participated in consumer awareness activities during the School's spring recess. They visited various consumer facilities at the U.S. Naval Support Activity in Naples, Italy.

Friday, April 27, 1984 panorama

Naples Commissary Store officer, Master Chief Petty Officer Manuel Cruz, explains meat packaging techniques to the 24 students from the elementary school in Avellino. The entire student body also visited the post office and veterinary services in conjunction with Consumer Awareness Week. *Photo by JO2 Gloria Montgomery*

DEPARTMENT OF EDUCATION - Sent a special mailing to editors of approximately 200 Education Associations, alerting them to the National NCW Poster Contest sponsored by the National Coalition for Consumer Education. Also sent a special mailing to Regional Offices making them aware of materials available and the NCW Poster Contest.

DEPARTMENT OF ENERGY - Activities included participation by operations offices located throughout the country. Headquarters staff issued a press release to the wire services and trade press. Secretary Hodel taped several PSAs for 2,000 radio stations nationwide. Two radio actualities were featured on DOE's newsline. An Energy and Aging Consortium luncheon meeting was held April 23, with 70 attendees. Secretary Hodel was among the speakers, along with USOCA Director Virginia H. Knauer. Four exhibits were displayed in the Forrestal Building lobby, with publications including some provided by private sector sources. THE NEVADA OPERATIONS OFFICE displayed an exhibit of an electric vehicle at the Las Vegas Boulevard Mall. NCW proclamations were received from Nevada Governor Richard Bryan, Las Vegas Mayor William Briare, and the Clark County Commission. THE SAN FRANCISCO Office's Applied Science Division of the Lawrence Berkeley Laboratory participated in an Energy Pavilion at the Berkeley City Fair, and proclamations were received from the Mayors of San Leandro, Oakland and Berkeley. The Oakland/Alameda County Consumer Council held a conference in a community meeting hall, attended by 200 people. The DOE Regional Office participated, and CPSC Commissioner Sandra B. Armstrong spoke. THE IDAHO OPERATIONS OFFICE received a proclamation from Governor John Evans, and Idaho Falls Mayor Tom Campbell, who toured the Willow Creek Building, one of the most energy efficient buildings in the country. A DOE energy specialist was featured on several public affairs TV programs, and a variety of PSAs were aired. DOE pamphlets were on display at various bookstores and the public library for NCW. THE CHICAGO OFFICE received proclamations from Governor James Thompson and Mayor Harold Washington. An information center and display of consumer literature were featured in two Federal buildings housing 100 Federal

employees on April 26 and the City of Chicago operated a consumer information booth in the lobby of City Hall during NCW. A press release was sent to Chicago media; CBS ran a consumer-oriented program on the news show; and the Chicago Tribune ran a special Sunday insert for NCW. The Tribune has a circulation of 1,000,000. The Chicago Sun Times ran a similar pull-out section on energy. THE AMERICAN MUSEUM OF SCIENCE AND ENERGY hosted an Energy Efficiency Fair featuring exhibits from TVA, the University of Tennessee, and DOE's Oak Ridge National Laboratory. THE KANSAS CITY SUPPORT OFFICE exhibited 20 displays to help consumers become aware.

EQUAL EMPLOYMENT OPPORTUNITY COMMISSION (EEOC) - Sponsored an NCW exhibit at the main entrance of the Washington office, and conducted Voluntary Assistance Symposia in Sandusky, Ohio; Newark, New Jersey; Cleveland, Ohio; and Philadelphia, Pennsylvania. The symposium program continued through May and June.

FEDERAL COMMUNICATIONS COMMISSION (FCC) - Held a Telecommunication Workshop focusing on Life Since Divestiture, which was opened by Chairman Mark Fowler and Virginia Knauer. It also held a Rulemaking Clinic and Workshop for communciations law students who have filed comments with the agency, examining the process by which their comments were developed and subsequently filed. In addition, involved 50 students from area colleges and universities selected by their respective schools, who questioned the five Commissioners during a television taping. These tapes will be made available to the participating schools for further showings. A brown bag luncheon was open to the public on the subject of FM radio broadcast issues. The Chairman and the Commissioners visited the Washington-based NCW activities. An updated version of FCC's Telecommunications Glossary was issued during National Consumers Week.

FEDERAL DEPOSIT INSURANCE CORPORATION (FDIC) - A letter from Chairman William Isaac was mailed to all State-chartered non-member banks; an exhibit was placed in the FDIC main lobby; all Regional Directors of FDIC received information materials and instructions for participation.

FEDERAL EXECUTIVE BOARDS AT DALLAS/FT.WORTH, CHICAGO, BALTIMORE, CINCINNATI, HONOLULU-PACIFIC - Made major contributions to consumer fairs, expositions and workshops in their respective communities.

FEDERAL HOME LOAN BANK BOARD (FHLBB) - NCW materials were sent to the 12 district offices with instructions for use.

FEDERAL INFORMATION CENTERS, GSA - Again served in a coordinating role for local NCW activities by acting as an information resource for communities.

FEDERAL MARITIME COMMISSION (FMC) - Sponsored a week-long clinic for employees to help them resolve their own consumer complaints by providing educational materials and offering assistance in locating State and local consumer services.

FEDERAL RESERVE BOARD (FRB) - Displayed consumer education brochures at its Central Office; article about NCW was published in a Board newsletter; Reserve Banks were reminded of NCW observance.

FEDERAL TRADE COMMISSION (FTC) - Developed and distributed nationwide a special newspaper supplement explaining consumer's legal rights and responsibilities in various areas. FTC also offered advice to consumers on how to avoid making costly mistakes when purchasing a car or when ordering by mail This project was produced in conjunction with the FTC's Boston Regional Office. Also, distributed a special edition of Facts for Consumers listing all free consumer and business education materials that are available from the FTC. In addition, The Credit World magazine listed all of the FTC's free consumer credit publications in a full-page ad in their April issue.

FEDERAL TRADE COMMISSION REGIONAL OFFICES - Participated in various events: In Atlanta, the staff gave speeches at

several local high schools; the Dallas Regional Director made opening remarks at the New Mexico Attorney General's Statewide Consumer Fair in Albuquerque; the New York Regional Director taped a special TV program on antitrust laws for the consumer education program at the Bronx High School of Science; the Seattle Regional Office took part in an NCW luncheon sponsored by the Seattle Consumer Protection Roundtable.

FOOD AND DRUG ADMINISTRATION (FDA) - Celebrated NCW in various forms nationwide, with districts giving priority to coordinated efforts with other agencies and organizations. Nine consumer fairs were conducted, ten public presentations were made, and one television interview taped.

GENERAL SERVICES ADMINISTRATION, CONSUMER INFORMATION CENTER - In addition to being a major distribution point for NCW materials through its distribution facility in Pueblo, Colorado, mailed an NCW fact sheet to media mailing lists totaling 11,000 names. The Consumer Information Center (CIC) developed print public service ads distributed to newspapers and magazines, and produced the NCW Consumer Quiz for 6,000 newspaper and magazine consumer reporters, as well as 5,000 radio and TV broadcasters. CIC staff members did four radio interviews based on the Quiz, for stations in Jamestown, New York; Toledo, Ohio; Cedar Rapids, Iowa; and Fresno, California.

DEPARTMENT OF HEALTH AND HUMAN SERVICES (HHS) - Regional Offices participated in a wide variety of meetings, exhibits, and media activities during NCW. Among them were: an exhibit on dental health and child nutrition in Boston; exhibits in Federal buildings in New York, Albany, and Newark; a press release to major media markets in Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, and Tennessee; an HHS Consumer Fair in the State Office Building in Chicago; participated in the Dallas shopping mall fair; an information fair for local media in Kansas City; a Federal Health Fair in Denver, sponsored by a TV station; appearances by HHS experts on morning television news in San Francisco; and a literature display by the Health Care Financing Administration at a Seattle Consumer Roundtable luncheon. The Social Security Administration distributed Consumer's Resource Handbooks and NCW posters to its field offices and arranged educational programs for community groups, as well as participated with Federal Executive Boards sponsoring exhibits and fairs. The Health Care Financing Administration publicized the booklet, Guide to Health Insurance For People With Medicare, and conducted Medicare training sessions throughout the country. Official speeches during NCW included consumer-oriented remarks. The Administration on Aging distributed 10,000 copies of a poster on the theme of health and the elderly, and published a special issue of Aging magazine on the same topic. The Administration on Children, Youth, and Families (ACYF) sent 2,000 copies of the Consumer Information Catalog to its grantees for use during NCW. THE PUBLIC HEALTH SERVICE'S Surgeon General sent a letter with a copy of the Consumer's Resource Handbook to 300 community health centers which were urged to contact various consumer groups and undertake joint activities during NCW.

INTERNAL REVENUE SERVICE (IRS) - Publicity materials highlighted IRS programs relating to consumers. IRS officials were urged to participate in NCW media events and speaking engagements; a display was made available for local use during NCW.

INTERSTATE COMMERCE COMMISSION (ICC) - Issued a press release to the news media and the general public regarding the assistance and protection the ICC provides the traveling and shipping public and establishing contact with Members of Congress to furnish them with current information regarding some of the consumer services that the ICC has available to them, their staff and their constituents.

DEPARTMENT OF THE INTERIOR - Established an Interior Committee on Consumer Affairs to plan agency NCW activities. Bureaus and offices involved their field staffs throughout the U.S. and the Territories.

Secretary Clark sent a memorandum to all bureau and office heads, urging their participation. In the Main Interior Building, an exhibit displayed pamphlets, brochures, booklets, maps, posters and other materials. Over 1,000 visitors attended. Mrs. Knauer attended the opening of the Departmental exhibit. The Geological Survey participated by highlighting the earth-science information and sales provided by 10 public inquiries offices, with media releases, an exhibit in the Main Lobby, and a special topographic map offer for NCW. The Assistant Secretary for Territorial and International Affairs sent a letter to each Territorial Governor requesting official participation in NCW. The Bureau of Mines participated in the Main Lobby exhibit, and its centers in the field prepared displays and distributed pamphlets, which were also sent to media and to universities. Mine tours were conducted for a number of school classes. The National Park Service participated in the Main Lobby exhibit. The Fish and Wildlife Service sent a memo signed by the Director to its more than 300 field offices, including a packet of informational materials, and participated in the Main Lobby exhibit. The Office of Surface Mining participated in the exhibit, and sent an NCW memo to its 13 field offices. The Bureau of Land Management sent information packets to its field offices, and displayed publications in the Main Lobby exhibit. The Bureau of Reclamation participated in the Departmental Exhibit, sent a memo on NCW to its field offices, and participated in exhibits in three Federal Office buildings in the Regions. The Bureau of Indian Affairs distributed consumer information materials to its 12 area and regional offices; senior officials who gave speeches during NCW emphasized the importance of consumer education.

DEPARTMENT OF JUSTICE - Headquarters, regional and field offices sponsored exhibits on both its consumer affairs program and NCW. Informational materials were available for employees and the general public. The Drug Enforcement Administration distributed information on the abuse of look-alike and over-the-counter drugs to 4,000 parent groups around the country. This is a consumer project in association with the National Federation of Parents for a Drug Free Youth.

DEPARTMENT OF LABOR - Sponsored an exhibit in the main lobby of the headquarters building, and sent out a special mailing. Secretary Donovan issued an accompanying NCW message to all recipients of the mailing, including union leaders, worker and business associations, State departments of labor and employment security, and associations of mayors, governors, county and other public executives. He also sent an NCW message to all DOL employees. All ten Regional Offices participated in a variety of NCW activities.

ATLANTA DEPARTMENT OF LABOR REGIONAL OFFICE - Distributed Consumer's Resource Handbook through AFL-CIO affiliates and State Information Officers.

BOSTON DEPARTMENT OF LABOR - Distributed a regional Handbook through AFL-CIO affiliates and State Information Officers.

BOSTON DEPARTMENT OF LABOR - REGIONAL OFFICE - Sponsored a public service information campaign in the greater Boston area, and provided speakers for talk shows and media interviews on Departmental programs and services.

CHICAGO DEPARTMENT OF LABOR - REGIONAL OFFICE - Exhibited in various Federal buildings in the city, plus an exhibit in a local shopping mall.

DALLAS DEPARTMENT OF LABOR REGIONAL OFFICE - Exhibited at a major shopping mall.

KANSAS CITY DEPARTMENT OF LABOR REGIONAL OFFICE - NCW exhibit in lobby of Federal building. Special mailing to major media in the Region. Contacted labor editors with weekly columns about DOL programs and NCW.

NEW YORK DEPARTMENT OF LABOR REGIONAL OFFICE - DOL regional officials discussed

consumer related issues on radio and television talk shows.

PHILADELPHIA REGIONAL OFFICE DEPARTMENT OF LABOR - Exhibited in various Federal buildings in the city, plus an exhibit in a local shopping mall.

NATIONAL CREDIT UNION ADMINISTRATION - Worked with trade organizations to encourage member credit unions to observe NCW.

NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION (NHTSA) - Distributed PSAs to approximately 1900 radio stations. Virginia H. Knauer joined Secretary of Transportation Elizabeth Dole and Administrator Diane Steed at the NHTSA Auto Safety Hotline to handle calls on Monday, April 23. Publicity photos were distributed to the media, and the AP covered the story over its wire service to publicize the 800 number of NHTSA to the public.

NATIONAL MARINE FISHERIES SERVICE - Sent press packets to food editors on seafood packing, handling, and nutrition. Offices participated in Consumer Fairs in Atlanta, Dallas and Orange County, California. Officials gave radio interviews and made speeches on NCW.

NATIONAL WEATHER SERVICE - Exhibited at consumer fairs in Fort Worth, Norfolk, Columbia, South Carolina, Los Angeles, Kansas City, Mo., and Honolulu on topics such as marine weather, flash floods, thunderstorms, hurricanes, and tornadoes.

ORLANDO, FLORIDA - FDA's Consumer Affairs Officer in Miami, Estella Niella-Brown, was a guest on an open-line Spanish language TV program on health fraud.

RAILROAD RETIREMENT BOARD, CLEVELAND REGIONAL OFFICE - Participated in an information exchange with other government agencies about NCW under the direction of the Cleveland Federal Executive Board during NCW. Government publications were made available to the public at five Federal agency facilities in the Cleveland area.

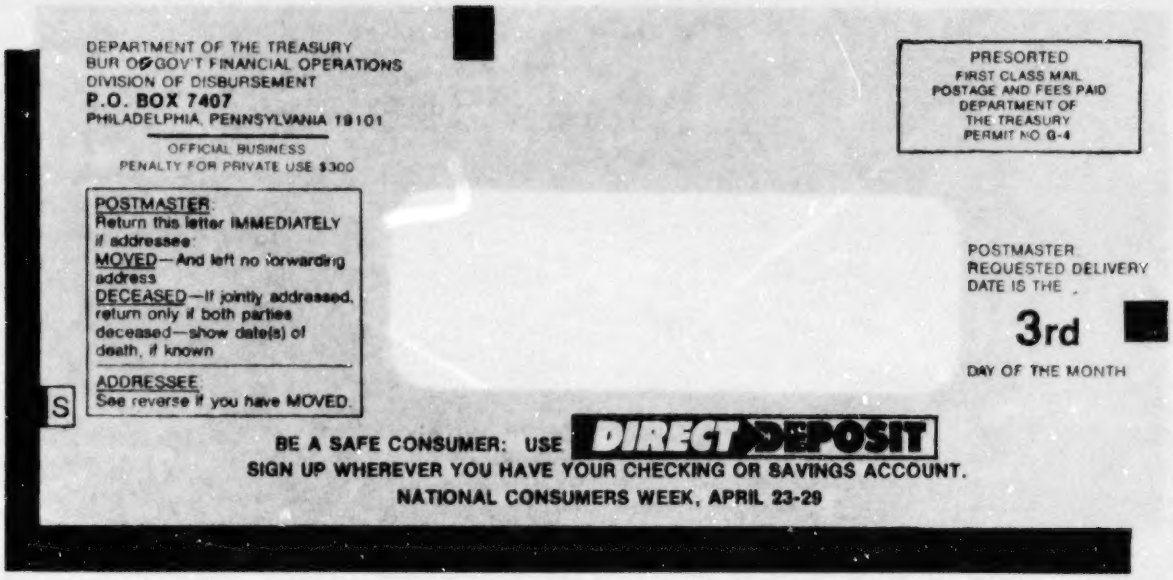
SECURITIES AND EXCHANGE COMMISSION - Presidential proclamation was displayed in headquarters and 11 Regional Offices; a visual presentation of the history of the SEC offered on loan to groups for use during NCW; four newspaper columns on investing mention NCW.

SMALL BUSINESS ADMINISTRATION - Distributed approximately 10,000 copies of the Consumer's Resource Handbook through its field offices, and sponsored an exhibit in the Central Office lobby during NCW. Copies of the Handbook were made available to small business organizations for distribution to their membership; several representatives of the SBA field offices participated in Federal Executive Board activities in Chicago and Minneapolis during NCW.

SOCIAL SECURITY ADMINISTRATION - Prepared a special NCW consumer information kit for its 1,328 field offices.

TENNESSEE VALLEY AUTHORITY - Emphasized energy conservation and solar energy programs during NCW. It participated in various fairs and exhibits in sixteen cities. The TVA staff presented programs, workshops, and displays to illustrate the benefits of energy conservation and solar programs available to citizens of the Tennessee Valley.

DEPARTMENT OF THE TREASURY - Sponsored an exhibit, with brochures from Treasury Bureaus, in the lobby of the Treasury Building. A permanent Treasury Department Consumer Exhibit at the Bureau of Printing and Engraving was dedicated on May 15 by Secretary Regan and NCW National Coordinator Martin Petersen. The exhibit will be seen by 500,000 visitors annually. THE BUREAU OF GOVERNMENT FINANCIAL OPERATIONS printed an NCW message on 20 million Social Security check envelopes for the April mailing. The UNITED STATES MINT conducted a Consumer Hotline, with the Mint's Director and Deputy Director participating in responding to the public inquiries. A press release was sent to news media, and the Mint distributed informational materials to the NATIONAL



ASSOCIATION OF GOVERNMENT COMMUNICATORS. Approximately 12,000 information packets were distributed. Consumer suggestion and comment cards were printed and distributed to the Mint field installations. BUREAU OF THE PUBLIC DEBT developed and displayed posters in its various offices. THE COMPTROLLER OF THE CURRENCY, C. T. Conover, sent a letter to Chief Executive Officers of 4,700 national banks, encouraging them to participate in NCW activities. The Comptroller delivered the keynote address at the Financial Executives Institute conference in San Francisco, with 400 in attendance. The District Administrator, Southeastern District, keynoted the South Carolina Department of Consumer Affairs Conference in Columbia. Meetings were held with representatives of community and small business groups and COC leadership to discuss bank regulation and its implications for consumers. FEDERAL LAW ENFORCEMENT TRAINING CENTER offered speakers to local civic groups and community organizations. U.S. CUSTOMS SERVICE co-hosted the anticounterfeiting Exhibit in New Orleans. THE INTERNAL REVENUE SERVICE (IRS) district offices issued press releases on IRS consumer services, and used radio and television to disseminate NCW information. A five-minute loop film on taxpayer assistance and a display on taxpayer education programs were in the IRS National Office main lobby. Several districts participated in Consumer Fairs: Honolulu, Atlanta, Philadelphia, and Cincinnati. Manhattan and Brooklyn Districts jointly participated in a leadership training conference presented by the Consumer Protection Board and the New York Office of Consumer Affairs. The Jacksonville District Office set up a library exhibit in the main lobby of the building, and news releases were mailed to all media.

DEPARTMENT OF TRANSPORTATION - Participated by displaying NCW posters in various lobbies throughout the building. The Federal Aviation Administration (FAA) also displayed the poster. Secretary Dole participated in the NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION (NHTSA) Hotline by taking consumer calls. Mrs. Virginia Knauer joined Secretary Dole in this event. NHTSA also distributed 1900 PSAs to radio stations across the country, and sent hotline flyers to all radio stations to encourage them to pass this information to the public. THE URBAN MASS TRANSIT ADMINISTRATION hosted a Transit Fair where Washington, D.C., Metro representatives answered specific questions by DOT employees.

U.S. COMMISSION ON CIVIL RIGHTS (CCR) - Issued a memorandum to all employees regarding NCW; distributed posters for display in all regional offices and in headquarters building; announced NCW in

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its Update newsletter to 25,000 readers; exhibit presentations during April included the Consumer's Resource Handbook.

U.S. CUSTOMS SERVICE - With the INTERNATIONAL ANTICOUNTERFEITING COALITION and the U.S. OFFICE OF CONSUMER Affairs, opened an exhibit of counterfeit name-brand products at the U.S. Custom House in New Orleans during NCW. The exhibit will be open during the Louisiana World Exposition.

U.S. MERIT SYSTEMS PROTECTION BOARD - Issued a special notice from the Chairman to all central staff, plus the personnel in its regional offices, which included a comprehensive list of Board publications with information on their availability.

U.S. POSTAL SERVICE (USPS) - Issued a 1984 Postmaster's Guide to Postal Consumer Protection Week, in conjunction with National Consumers Week. Radio PSAs were distributed to over 6,000 radio stations in 50 states.

U.S. PUBLIC HEALTH SERVICE - Speeches by the Assistant Secretary during NCW included material related to consumer issues.

VETERANS ADMINISTRATION - Produced a series of mid-day demonstrations in the Central Office, including those by local consumer affairs reporters and writers. The Department of Medicine and Surgery presented a three-part program in Readjustment Counseling, and sponsored a rap session by a Vet Center team. The Regional Office in Sioux Falls, S.D. participated in a Hospital Cost Fair and five other Regional Offices participated in consumer fairs. Los Angeles Regional Office staff joined with the Small Business Administration in a two-day management training session for potential veteran business owners, and at Dover Air Force Base, VA staff sponsored two benefit seminars for pre- and post-retirees and their dependents. VA sent news releases to newspapers, radio and television stations and in Seattle the VA Regional Office distributed 351 packets to Senior Citizens Centers throughout the state, containing VA pamphlets and a card with a toll free telephone number for VA assistance. National cemeteries throughout the U.S. provided veterans groups and others with information about the national cemetery and headstone/market program. Invited local dignitaries and members of service organizations to tour VA facilities, and medical centers and other facilities displayed pamphlets and brochures in lobbies and waiting areas. All facilities prominently displayed the Presidential Proclamation and the USOCA poster, as well as the VA poster, and several facilities recognized employees who had made special efforts during the year to serve or assist patients and their families.

VA MEDICAL CENTER, KNOXVILLE, IOWA - Prepared an exhibit on consumer rights and issues and participated in a talk show on local radio. A Spring Carnival was held for patients, sponsored by the American Legion Auxiliary.

VA MEDICAL CENTER, MARTINSBURG, WEST VA - Hosted a luncheon for the County Chamber of Commerce Committee on the VA, with a tour of the hospital. The Associate

Director attended a dinner sponsored by the American Red Cross; the Canteen offered a Consumers Week luncheon special, and audio visuals were shown periodically throughout the week. Various VA publications were exhibited and distributed. Press releases were sent to local media announcing a schedule of tours for the public of the new 357-bed hospital. NCW information was published in the Center's publication, "The Mountain Ear."

WALTER REED ARMY MEDICAL CENTER, WASHINGTON, D.C. - Presented an award ceremony for consumer exhibits during NCW.